

Undergraduate - School of Business Administration

Paul Bobrowski, Dean
Elizabeth Gustafson, Associate Dean
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Mission

The School of Business Administration is a learning community committed in the Catholic and Marianist tradition to educating the whole person and to connecting learning and scholarship with leadership and service in an innovative business curriculum designed to prepare ethical leaders for successful careers in a global business environment.

Through the curriculum and co-curriculum of the School, students develop the ability to integrate learning across disciplines, apply the theory they are learning to real business problems, and lead with ethics and integrity. Success in business requires an understanding of human values and the society in which business operates as well as mastery of the various areas of business. For this reason, the undergraduate curriculum includes three areas of coursework:

- A foundation in the liberal arts (which includes the University Common Academic Program)
- A firm grounding in the common body of business knowledge (core business requirements)
- Specialization in a business major

Curriculum Overview

The undergraduate curriculum for students earning a BS in Business Administration includes three areas of coursework:

- A foundation in the liberal arts (which includes the University Common Academic Program)
- A firm grounding in the common body of business knowledge (core business requirements)
- Specialization in a business major

All business students follow essentially the same curriculum during their first and second years, regardless of major. This curriculum consists of a common set of liberal arts and core business requirements with the first year mostly devoted to liberal arts requirements.

In the third and fourth years, all business students also take a common set of upper level liberal arts and core business requirements in addition to courses to complete their chosen major.

For information on majors and minors offered by the School of Business Administration and their requirements, visit the Programs of Study link.

Each major requires several hours of general electives, typically 0-12 hours depending upon the major and choice of courses in the Common Academic Program. Students often use these general electives to support an additional major or minor.

Students need 124 hours to graduate, with 54 hours at the upper level (300-400). At least 75 percent of the required courses in business disciplines must be taken at the University of Dayton.

Students should consult with their academic advisor in the SBA Center for Academic Success in addition to tracking their own progress towards degree requirements.

Common Academic Program (CAP)

*credit hours will vary depending on courses selected

First-Year Humanities Commons ¹ 12

HST 103 The West & the World

REL 103 Introduction to Religioius & Theological Studies

PHL 103 Introduction to Philosophy

ENG 100 Writing Seminar I ²

Second-Year Writing Seminar ³ 0-3

ENG 200 Writing Seminar II

Oral Communication 3

CMM 100 Principles of Oral Communication

Mathematics 3

Social Science 3

Arts 3

Natural Sciences 7

Crossing Boundaries variable credit

Faith Traditions

Practical Ethical Action

Inquiry

Integrative

Advanced Study variable credit

Philosophy and/or Religious Studies

Historical Studies

Diversity and Social Justice 3

Major Capstone 0-3

¹ Completed with ASI 110 and ASI 120.

² Or ENG 100A and ENG 100B, or ENG 200H, by placement.

³ Completed with ENG 200H or ASI 120.

SBA Core Curriculum

ACC 207 Intro-Financial Acc 3
(p. 280)

ACC 208 Intro-Managerial Acc 3
(p. 280)

BAI 150 Bus Educ Planning 1
(p. 280)

BAI 103L Bus Computing Lab 1
(p. 280)

BAI 151 Bus Integratn Exp 1
(p. 280)

DSC 210 Stats For Bus I 3
(p. 280)

DSC 211 Stats For Bus II 3
(p. 280)

ECO 203 (p. 280)	Prin of Microecon (Satisfies CAP Social Science)	3
ECO 204 (p. 280)	Prin of Macroecon	3
ENG 370 (p. 280)	Rprt&Proposal Wrtnng (Satisfies CAP Inquiry)	3
or ENG 371 (p. 280)	Technical Communicatn	
or ENG 372 (p. 280)	Business Communicatn	
FIN 301 (p. 280)	Intro to Financial Mgt	3
MGT 201 (p. 280)	Legal Envirnmnt-Bus	3
MGT 301 (p. 280)	Organiztnl Behavior	3
MGT 490 (p. 280)	Managing the Entrpse (Satisfies CAP Integrative)	3
MTH 128 (p. 280)	Finite Math	3
MTH 129 (p. 280)	Calc for Business (Satisfies CAP Mathematics)	3
MIS 301 (p. 280)	Info Sys in Org	3
MKT 301 (p. 280)	Prin of Marketing	3
OPS 301 (p. 280)	Surv-Oper&Supply Mgt	3
PHL 313 (p. 280)	Business Ethics (Satisfies CAP Practical Ethical Action and Adv Studies in PHL/REL)	3
or REL 368 (p. 280)	Practical wisdom in the business world	
ECO elective (300/400 level)		3
Social Science elective (ANT, POL, PSY, SOC)		3

Major Requirements

Courses required for the major. (Visit program descriptions in Programs of Study.)

General Electives

Majors have 0-12 hours of general electives depending upon the major and choice of courses in the Common Academic Program. Many students use the general elective hours to support an additional major or minor.

Academic Programs

The School of Business Administration offers a Bachelor of Science in Business Administration degree with majors and minors in:

- Accounting (p. 283)
- Business Economics (p. 287)
- Entrepreneurship (p. 298)
- Finance (p. 289)
- International Business (p. 294)
- Leadership (p. 300)
- Management Information Systems (p. 309)

- Marketing (p. 301) (emphasis in Sales Management (p. 302) available)
- Operations and Supply Management (p. 310)

Minors are also available in:

- Business Administration (p. 286) (non-business majors only)
- Business Analytics (p. 312)
- Business Intelligence (p. 310)
- Cyber-Security (p.)

Double majors and minors in business administration programs, and also in non-business programs, are available. A maximum of seven hours of coursework can double count between double majors and a major and a minor. Interested students should consult with their academic advisor in the SBA Center for Academic Success for details.

A Bachelor of Science in Business Administration with a major in accounting, coupled with an MBA degree is also available. This program normally requires a fifth year of study. Students must apply and qualify for admission into graduate school during their fourth year in order to participate.

Degree Requirements

1. The candidate must successfully complete all course requirements for the BS in Business Administration including:

- a. courses in the liberal arts required by the University Common Academic Program
- b. courses in business and liberal arts required for all School of Business Administration (SBA) students;
- c. courses required to complete a major in the SBA.

2. Students must complete 124 total semester hours to graduate.

- a. Courses totaling 54 semester hours must be at the 300-400 level.
- b. Waived course hours must be made up with an equivalent number of undergraduate course hours.
- c. Only 7 hours of course work can double count between two majors or a major and a minor.
- d. From 0 to 12 hours of general elective credits are required to reach the required total semester hours, depending on major and choice of courses to fill Common Academic Program requirements. The general elective hours may be used to support a second major or minor.
- e. At least 30 of the final 36 semester hours must be earned in residence at the University of Dayton.
- f. At least 75 percent of the student's required courses in business disciplines must be taken at the University of Dayton. Exceptions are made for transfer students.

3. The candidate for graduation must have at least a 2.0 cumulative grade point average and also at least a 2.0 grade point average in each major and minor. The 2.0 grade point average in the major includes all courses attempted in the student's major except for the courses that are part of the SBA core.

4. In addition to those courses which must be taken under Option 1, a student may take a maximum of 12 semester hours of general electives under Option 2 within the hours required for graduation in the degree program. A student may take any course beyond the minimum hours required for graduation in the degree program under Option 2. All

courses that are used to fulfill Liberal Arts, Business, major, minor, and Competency requirements must be taken under Option 1.

5. The candidate has the responsibility of meeting degree requirements for the BS in Business Administration. Therefore, the student should be thoroughly familiar with the degree requirements and with his or her progress towards meeting those requirements.

Transfer Students

Candidates for admission from other accredited colleges or universities must be in good academic standing in the colleges or universities from which they are transferring and submit a complete application in accordance with UD admissions policies.

INTERNAL TRANSFERS:

Students must first attend an initial internal transfer meeting with an Academic Advisor in the School of Business Administration. Stop in the Center for Academic Success in Miriam Hall 108 to schedule this initial SBA internal transfer meeting.

Minimum Requirements:

1. Minimum cumulative UD GPA of 2.7
2. Successful completion of an appropriate UD Math course, such as a UD Calculus class, a C+ or higher in MTH 116 or MTH 128, or a B- or higher in MTH 207. Math courses taken at another college or university will NOT be considered.

Cooperative Education

The School of Business Administration participates in the University of Dayton Cooperative Education Program, which is an optional program often consisting of full-time, on-campus study alternating with terms of full-time, off-campus work. For a fuller explanation of the program, visit Cooperative Education (p. 52).

Internship

Internships are defined as professional work experience. The intent is to provide practical experience in implementing the theory and skills learned in the classroom in work associated with the student's academic major. It is an option open to all undergraduate students pursuing four-year programs.

Students can earn credit for internships only through the department of their major. Approval from the department chairperson or the chairperson's designee is a prerequisite for earning general elective credit for participation in the program. Individual departments may require other prerequisite courses prior to the internship experience. Students are responsible for checking with the department of their major prior to beginning the internship to determine the prerequisites unique to the department.

Positions offered to students may be either compensatory or noncompensatory. The intent of the internship is to be beneficial to both the students and the participating organizations. Assistance in finding internships is available from Career Services, department chairs, and faculty.

Academic credit may be approved for a successful internship. Such credit is applied as general elective credit only. The maximum number of semester hours that may be earned over the full four-year degree

program is six, although individual department requirements may differ. Interested students should see the department chairperson or designee for further information as soon as they are eligible for participation.

Study Abroad Programs

Students in the School of Business Administration (SBA) may participate in the University of Dayton Summer Study Abroad Programs as well as Semester Exchange Programs with partners throughout the world. Details on both these programs can be found at www.udayton.edu/edabroad and brief descriptions are provided below.

Summer Programs. A variety of summer programs are available for students to consider, each with its own theme and location. For example, students can travel to Europe, South America, Asia, or Africa. Most of these programs are conducted during two separate five-week summer terms. Shorter two-week trips are also available during summer and the Intercession (winter break). The programs are taught by UD faculty and offer students the opportunity to complete required and theme-based elective courses in settings such as England, Spain, Italy, Germany, China, and more. Students participating in Summer Study Abroad register to take at least two classes (6 credit hours) plus a 1-credit cultural immersion mini-course in a summer session. Participants will complete work equivalent to that of courses taken on campus, with the added requirement of applying their studies to the site they are visiting.

Accepted students are required to participate in a comprehensive orientation and preparation class in which features about their destination country are studied along with University safety and security procedures and other pre-departure details. Students on academic or behavioral probation are not permitted to participate in any University study abroad program. All interested students are encouraged to meet with their advisor or the Study Abroad Director well in advance of any travel.

Semester Exchange Programs. Students may also wish to spend an extended time studying overseas. For those students, UD provides several opportunities to take classes with one of our foreign exchange partners throughout the world. Exchanges can be undertaken either during the Fall or Spring semesters, and students will live and study with other domestic and international students at our foreign exchange partner institutions. Courses are typically taught in English, although some partners have foreign language requirements. To ensure courses taken during a semester exchange transfer to UD, students must seek approval by advisors in the Center for International Programs (CIP) as well as their SBA advisor before undertaking an exchange.

Planning for Education Abroad. Students should ideally begin planning during their first year for participation in a study abroad program, determining which courses are normally offered and then holding those courses for their international experience and completing any necessary prerequisites prior to the program. If pre-approved by SBA advisors, the courses taken abroad will then count for the student's degree program, keeping the student on track to graduate on time or even ahead of schedule.

For more information please contact:

Short Term Study Abroad Exchange Programs/Partner Information

Peter G. Wagner, Director Heather Schieman, Education Abroad Advisor
SBA Study Abroad Programs Center for International Programs
AN 119 Rike 211
937-229-2479 937-229-1251

pwagner1@udayton.edu hschiemann1@udayton.edu

Programs of Study

To learn more about the available programs in the School of Business Administration, explore the departments:

- Accounting (p. 283)
- Business (p. 286) Interdisciplinary Studies
- Economics and Finance (p. 287)
- International Business (p. 294)
- Management and Marketing (p. 297)
- Management Information Systems, Operations Management, and Decision Sciences (p. 308)

Accounting

Major:

- Bachelor of Science in Business Administration, Accounting (p. 283)

Minor:

- Accounting (p. 284)

The mission of the Department of Accounting is to prepare our students for successful professional careers by providing high quality educational programs in accounting within an environment that connects learning, scholarship, leadership, and service creating distinctive graduates able to add value to employers, clients, and society.

In addition to other requirements, an accounting major must earn credit in seven upper-level accounting courses. Six specific courses are required: ACC 303, ACC 305, ACC 306, ACC 341, ACC 401, and ACC 420. One additional accounting course is typically required but may be waived for students electing to complete a combined BSBA with a major in accounting and an MBA or completing a second major. All upper-division accounting courses require a minimum grade of "C" in all prerequisite accounting courses, except that ACC 303 and ACC 305 require a minimum of "C+" in ACC 207 and ACC 208. Students should consult with their academic advisor about selecting accounting and other elective courses appropriate to particular career goals. Students should also consult their advisor or the chairperson about opportunities for professional work-experience, double majors and minors, foreign exchange opportunities, and requirements for professional examinations (e.g., CPA).

Students may complete a 150 semester hour program required to become a CPA in Ohio and numerous other states. The MBA program, with an optional concentration in accounting, is particularly useful in this regard. Our integrated BSBA/MBA program allows for the completion of both degrees, plus professional work experience, foreign exchange experience and a second major or minor, in five years. Consult the department chairperson or an advisor for more information.

Faculty

Donna Street, Chairperson

Professors Emeriti: Clark, Eley, Fioriti, Geary, Roehm, Rosenzweig
Mahrt Chair in Accounting: Donna Street

Professors: Castellano, Street

Associate Professors: Archambeault, Brady, Burrows, Greenlee

Assistant Professors: Webber

Lecturers: Fedders, Prevish, Rogero, Shankar

Bachelor of Science in business administration with a major in Accounting (ACC) minimum 124 credit hours

Common Academic Program (CAP)

*credit hours will vary depending on courses selected

First-Year Humanities Commons ¹	12
HST 103 The West & the World	
REL 103 Introduction to Religioius & Theological Studies	
PHL 103 Introduction to Philosophy	
ENG 100 Writing Seminar I ²	
Second-Year Writing Seminar ³	0-3
ENG 200 Writing Seminar II	
Oral Communication	3
CMM 100 Principles of Oral Communication	
Mathematics	3
Social Science	3
Arts	3
Natural Sciences	7
Crossing Boundaries	variable credit
Faith Traditions	
Practical Ethical Action	
Inquiry	
Integrative	
Advanced Study	variable credit
Philosophy and/or Religious Studies	
Historical Studies	
Diversity and Social Justice	3
Major Capstone	0-3

¹ Completed with ASI 110 and ASI 120.

² Or ENG 100A and ENG 100B, or ENG 200H, by placement.

³ Completed with ENG 200H or ASI 120.

SBA Core Curriculum

ACC 207 Intro-Financial Acc (p. 283)	3
ACC 208 Intro-Managerial Acc (p. 283)	3
BAI 150 Bus Educ Planning (p. 283)	1
BAI 103L Bus Computing Lab (p. 283)	1
BAI 151 Bus Integratn Exp (p. 283)	1
DSC 210 Stats For Bus I (p. 283)	3
DSC 211 Stats For Bus II (p. 283)	3

ECO 203 (p. 283)	Prin of Microecon (Satisfies CAP Social Science)	3
ECO 204 (p. 283)	Prin of Macroecon	3
ENG 370 (p. 283)	Rprt&Proposal Wrtnng (Satisfies CAP Inquiry)	3
or ENG 371 (p. 283)	Technical Communicatn	
or ENG 372 (p. 283)	Business Communicatn	
FIN 301 (p. 283)	Intro to Financial Mgt	3
MGT 201 (p. 283)	Legal Environmt-Bus	3
MGT 301 (p. 283)	Organiztnl Behavior	3
MGT 490 (p. 283)	Managing the Entrpse (Satisfies CAP Integrative)	3
MTH 128 (p. 283)	Finite Math	3
MTH 129 (p. 283)	Calc for Business (Satisfies CAP Mathematics)	3
MIS 301 (p. 283)	Info Sys in Org	3
MKT 301 (p. 283)	Prin of Marketing	3
OPS 301 (p. 283)	Surv-Oper&Supply Mgt	3
PHL 313 (p. 283)	Business Ethics (Satisfies CAP Practical Ethical Action and Adv Studies in PHL/REL)	3
or REL 368 (p. 283)	Practical wisdom in the business world	
ECO elective (300/400 level)		3
Social Science elective (ANT, POL, PSY, SOC)		3
Major Requirements		24
ACC 303 (p. 283)	Managerial Accountng	3
ACC 305 (p. 283)	Intrm Financial ACC I	4
ACC 306 (p. 283)	Intrm FinancI Acc II	3
ACC 341 (p. 283)	Acc Informtn Sys I	3
ACC 401 (p. 283)	Auditing Principles	4
ACC 420 (p. 283)	Federal Income Taxtn	4
ACC 497 (p. 283)	Professional Wk Expr (Satisfies CAP Major Capstone)	3
ACC elective (May be waived for students electing to complete a combined B.S. with a major in accounting and an MBA, or completing a second major. Consult an advisor or the chair of the department for details.)		3
Academic Electives that total at least 124 credits		

Minor in Accounting (ACC)

Accounting

ACC 207 (p. 283)	Intro-Financial Acc	3
ACC 208 (p. 283)	Intro-Managerial Acc	3
ACC 305 (p. 283)	Intrm Financial ACC I	4
ACC 306 (p. 283)	Intrm FinancI Acc II	3
Select two ACC electives ¹		6-8
Total Hours		19-21

¹ In consultation with the department chairperson.

First Year Hours

CAP First Year Humanities Commons	12
BAI 150	1
BAI 151	1
BAI 103L	1
MTH 128	3
MTH 129 (Satisfies CAP Mathematics)	3
CMM 100 (Satisfies CAP Oral Communication)	3
CAP components	10
	34

Second Year Hours

CAP Second Year Writing Seminar	3
CAP Social Science	3
ACC 207	3
ACC 208	3
DSC 210	3
DSC 211	3
ECO 203	3
ECO 204	3
MGT 201	3
CAP components	3
	30

Third Year Hours

FIN 301	3
MGT 301	3
MIS 301	3
MKT 301	3
OPS 301	3
ENG 370, 371, or 372 (Satisfies CAP Inquiry)	3
ACC 303	3
ACC 305	4
ACC 306	3

CAP Components and/or
General Electives

3

31

Fourth Year

Hours

MGT 490 (Satisfies CAP
Integrative)

3

PHL 313 or REL 369
(Satisfies CAP Practical
Ethical Action and Adv
Studies in PHL/REL)

3

ECO upper level elective

3

ACC 341

3

ACC 401

4

ACC 420

4

ACC 497 (Satisfies CAP
Major Capstone)

3

CAP Components and/or
General Electives

6

29

Total credit hours: 124

Courses

ACC 200. Introduction to Accounting. 3 Hours

Introduction to primarily financial and secondarily managerial accounting concepts, terminology, purposes, and applications for the nonbusiness student. Not open to students in the School of Business Administration or to those with credit in ACC 207.

ACC 207. Introduction to Financial Accounting. 3 Hours

Introduction to financial accounting concepts, procedures, and terminology. The accounting framework for recording transactions and reporting to parties external to the organization. Prerequisite(s): Sophomore standing or permission of department chairperson.

ACC 208. Introduction to Managerial Accounting. 3 Hours

Management use of accounting data in planning and controlling organization activities; cost accounting and analysis of data for management decision making. Prerequisite(s): ACC 207. Corequisite(s): BAI 103L.

ACC 300A. Principles of Financial Accounting. 1.5 Hour

An introduction to the concepts and procedures underlying financial accounting and financial statements, and the use of financial accounting information for decision making. Credit may not be earned for both ACC 300A and either ACC 200 or ACC 207. Prerequisite(s): Engineering major; sophomore standing; permission of department chairperson.

ACC 300B. Principles of Managerial Accounting. 1.5 Hour

An introduction to the concepts underlying the preparation and use of accounting data by managers as they plan, control, and make decisions within an organization. Credit may not be earned for both ACC 300B and ACC 208. Prerequisite(s): ACC 300A; engineering major; sophomore standing; permission of department chairperson.

ACC 303. Managerial Accounting. 3 Hours

The production, dissemination, and interpretation of financial and nonfinancial information for use within an organization. Information for planning, decision making, and control. Study of typical cost accounting systems in various organizations. Prerequisite(s): (ACC 207, ACC 208, with minimum grades of 'C+'; junior standing) or permission of department chairperson.

ACC 305. Intermediate Financial Accounting I Part I. 4 Hours

Part I (part II in ACC 306) of a comprehensive treatment of financial accounting concepts, principles, and procedures used in the preparation and analysis of financial statements. Prerequisite(s): (ACC 207, ACC 208, with minimum grades of 'C+'; junior standing) or permission of department chairperson.

ACC 306. Intermediate Financial Accounting II Part II. 3 Hours

Part II of comprehensive treatment of financial accounting concepts, principles, and procedures used in the preparation and analysis of financial statements. Prerequisite(s): ACC 305 with a minimum grade of 'C'.

ACC 341. Accounting Information Systems I. 3 Hours

Study of designs of accounting systems, including their impact on management decision making and control. Emphasis on (1) a systems approach to the flow of data, (2) system internal control, and (3) computer applications in accounting. Prerequisite(s): ACC 305 with a minimum grade of 'C'; (MIS 301 or permission of department chairperson).

ACC 401. Auditing Principles. 4 Hours

Study of the concepts, standards, and procedures used to judge and report on the degree of correspondence between quantifiable information and established criteria; the ethical, regulatory, and professional responsibilities of the auditor and introduction to internal, operational, and governmental auditing. Prerequisite(s): ACC 306 with a minimum grade of 'C'; ACC 341 with a minimum grade of 'C'.

ACC 404. Advanced Strategic Cost Management. 3 Hours

Study of processes focused on strategic cost management. Topics include balanced scorecards, activity-based costing management, target costing, lean accounting, six sigma, environmental accounting, and performance measurement and control systems. Prerequisite(s): (ACC 303; OPS 301) with a minimum grade of 'C'.

ACC 408. Advanced Financial Accounting. 3 Hours

Study of consolidated financial statements and accounting for business combinations, government organizations, multinational subsidiaries, and foreign currency transactions. Selected IFRS issues are integrated into the course. Prerequisite(s): ACC 306 with a minimum grade of C or permission of department chairperson.

ACC 412. International Accounting. 3 Hours

Introduction to issues of international business as they relate to accounting; accounting practices in selected countries, and activities of the International Accounting Standards Board. Prerequisite(s): ACC 305 or permission of department chairperson.

ACC 412A. Contemporary Issues in Accounting. 3 Hours

Seminar covering emerging or controversial issues for the student who has a strong accounting background. Topics include the business and financial situations that underlie accounting problems and controversies, alternative accounting techniques which are accepted or proposed, and the consequences of various accounting practices. Prerequisite(s): ACC 306 or permission of instructor.

ACC 412B. International Accounting. 3 Hours

Study of current topics in international accounting. This course will typically include a week or more of study outside of the U.S. that will include lectures and relevant site visits. In addition to normal tuition, there may be travel and other costs and fees. Foreign locations, countries, topics, and duration may vary. Prerequisite(s): ACC 306 or permission of instructor.

ACC 412C. International Accounting-IFRS Certificate and Research. 3 Hours

This class includes a comprehensive study of International Financial Reporting Standards (IFRS). Students will complete the Institute of Chartered Accountants in England and Wales' (ICAEW) IFRS learning and assessment program and upon successful completion earn an IFRS certificate from this globally recognized professional accountancy body. Prerequisite(s): ACC 408 or permission of the instructor. Effective Fall 2013: minimum 3.0 cumulative and major gpa required.

ACC 412D. International Accounting-IFRS Certificate and Research. 3 Hours

This class is for NON-UD degree seeking students. The class includes a comprehensive study of International Financial Reporting Standards (IFRS). Students will complete the Institute of Chartered Accountants in England and Wales' (ICAEW) IFRS learning and assessment program and upon successful completion earn an IFRS certificate from this globally recognized professional accountancy body. Prerequisite(s):ACC 408 or permission of instructor.

ACC 420. Federal Income Taxation. 4 Hours

Study of federal income tax laws and their application to individuals, partnerships, and corporations. Develop research techniques for federal income tax issues as they relate to preparation of federal individual income tax preparation. The historical, social, economic, and political influence on taxation laws are emphasized. Consideration is given to legal, moral, business, and personal factors involved in taxation. Prerequisite(s): ACC 305 with a minimum grade of 'C' or permission of department chairperson.

ACC 421. Taxes and Business Strategy. 3 Hours

Primary emphasis is given to analyzing tax planning opportunities for individuals and businesses through the use of in-depth tax research projects. This course builds upon the Federal Income Taxation course to further develop tax policy considerations and discusses possible tax reform. The course provides an introduction to several advanced taxation topics including tax exemption organizations, state and local taxation, international taxation and estate and gift taxation. Prerequisite(s): ACC 420 or permission of instructor.

ACC 441. Accounting Information Systems II. 3 Hours

Examination of accounting systems with exposure to systems design and evaluation, complex spreadsheet applications, decision support systems, and data base management applications. Prerequisite(s): ACC 341 or permission of instructor.

ACC 491. Honors Thesis. 3 Hours

Selection, design, investigation, and completion of an independent original research thesis under the guidance of a departmental faculty member. Restricted to students in the University Honors Program with permission of program director and chairperson.

ACC 492. Honors Thesis. 3 Hours

Selection, design, investigation, and completion of an independent original research thesis under the guidance of a departmental faculty member. Restricted to students in the University Honors Program with permission of program director and chairperson.

ACC 497. Professional Work Experience. 1-6 Hours

Supervised accounting work experience in association with a participating public accounting, industrial, commercial, educational, health-care, or governmental organization. May be used for general elective credit only. Option two grading only. Maximum of three credits toward graduation requirements. Permission of chairperson required.

ACC 499. Independent Study in Accounting. 1-6 Hours

Individual research in accounting topics under the guidance and direction of an accounting faculty member. A formal, detailed proposal must be completed and approved by the department chair. Prerequisite(s): Senior status in accounting; permission of department chairperson.

Business Interdisciplinary Studies (BAI)

Minor in Business Administration (BUS)

Interdisciplinary studies in business are represented by individual courses that are interdisciplinary, such as BAI 150, BAI 151 and BAI 103L, and by the interdisciplinary minor in Business Administration that is offered for students who are not in the School of Business Administration.

BAI 150, BAI 151, and BAI 103L are all required courses for first year students in the School of Business Administration and are part of the business core curriculum.

The minor in Business Administration is a valuable program for non-business majors who intend to pursue careers in business or want to prepare for an MBA program.

The minor in Business Administration is available to non-business majors only. The course requirements are:

ACC 200 (p. 286)	Intro to Accounting	3
or ACC 207 (p. 286) & ACC 208 (p. 286)	Intro-Financial Acc and Intro-Managerial Acc	
ECO 203 (p. 286)	Prin of Microecon	3
Select four courses from:		12
FIN 301 (p. 286)	Intro to Financial Mgt	
MGT 201 (p. 286)	Legal Envirnmnt-Bus	
MGT 301 (p. 286)	Organiztnl Behavior	
MIS 300 (p. 286)	Survey of Mgt Info Sys	
MKT 300 (p. 286)	Survey of MKT	
OPS 300 (p. 286)	Intro-Oper&Supply Mgt	
Total Hours		18

Courses

BAI 103L. Business Computing Laboratory. 1 Hour

Introduction to business software skills including spreadsheets, relational databases, and integration of computer applications. Overview of UD computer ethics policies.

BAI 150. Business Educational Planning. 1 Hour

Introduction to the School of Business Administration, the University, and educational planning.

BAI 151. Business Integration Experience. 1 Hour

Integrated introduction to major business processes and decision making.

BAI 294. Special Topics in the School of Business Administration. 3 Hours

Special Topics in the School of Business Administration.

BAI 400. Dean's Leadership Laboratory. 0-3 Hours

Leadership experience under the supervision of the Dean's office.
Permission of Dean's office.

BAI 497. Laboratory Work Experience. 1-6 Hours

Under faculty sponsorship and in association with a participating industrial, commercial, educational, health-care, or governmental organization; practical experience in work associated with the student's major or minor concentration. (See internship coordinator for details.)
Does not count toward major. Prerequisite(s): Permission of dean.

Economics and Finance

Majors:

- Bachelor of Science in Business Administration, Business Economics (p. 287)
- Bachelor of Science in Business Administration, Finance (p. 289)

Minors:

- Business Economics (p. 288)
- Finance (p. 290)

The Department of Economics and Finance offers majors in business economics and in finance for students in the School of Business Administration. The department also offers majors in economics (p. 155) and in applied mathematical economics (p. 195) for students in the College of Arts and Sciences (search these majors to view their requirements.) Minors in economics, business economics, and finance are available to all students.

Faculty

Trevor Collier, Chairperson

Professors: Caporale, Chen, Frasca, Ruggiero

Associate Professors: Collier, Gustafson, Mohan, Poitras, Wang

Assistant Professors: Chang, Collier, Schutte, Zhang

Lecturers: Douglas, John, Livesay, Shimmin

Business Economics

Economics teaches students to think analytically about problems that arise in business, politics, and everyday life. The business economics major offers students the strength of economic theory combined with a focus in an area of applied business and develops the student's quantitative skills by requiring course work in econometrics or forecasting. The major is excellent preparation for a wide range of employment opportunities in business, government and education. It also prepares students for graduate study in law, public policy, and business. Students who wish to pursue graduate study in economics should supplement the major with additional mathematics courses or major in applied mathematical economics.

In addition to other requirements, a major in business economics requires: ECO 203-204 (with a grade of C or better), ECO 340 or 346, ECO 410 or 441, ECO 490, 6 additional semester hours of economics electives, and a breadth requirement of 6 semester hours of courses in one other business discipline chosen from a list of approved courses.

See the department office for the approved breadth requirement courses. The breadth courses should be chosen to complement the economics electives taken by the student.

Faculty

Trevor Collier, Chairperson

Edmund B. O'Leary Professor of Economics: Ruggiero

Professors: Caporale, Frasca, Ruggiero

Associate Professors: Collier, Gustafson, Poitras

Lecturer: John

Bachelor of Science in business administration with a major in Business Economics (ECB) Minimum 124 credit hours

Common Academic Program (CAP)

*credit hours will vary depending on courses selected

First-Year Humanities Commons ¹	12
HST 103 The West & the World	
REL 103 Introduction to Religioius & Theological Studies	
PHL 103 Introduction to Philosophy	
ENG 100 Writing Seminar I ²	
Second-Year Writing Seminar ³	0-3
ENG 200 Writing Seminar II	
Oral Communication	3
CMM 100 Principles of Oral Communication	
Mathematics	3
Social Science	3
Arts	3
Natural Sciences	7
Crossing Boundaries	variable credit
Faith Traditions	
Practical Ethical Action	
Inquiry	
Integrative	
Advanced Study	variable credit
Philosophy and/or Religious Studies	
Historical Studies	
Diversity and Social Justice	3
Major Capstone	0-3

¹ Completed with ASI 110 and ASI 120.

² Or ENG 100A and ENG 100B, or ENG 200H, by placement.

³ Completed with ENG 200H or ASI 120.

SBA Core Curriculum

ACC 207 Intro-Financial Acc (p. 287)	3
ACC 208 Intro-Managerial Acc (p. 287)	3
BAI 150 Bus Educ Planning (p. 287)	1

BAI 103L (p. 287)	Bus Computing Lab	1
BAI 151 (p. 287)	Bus Integratn Exp	1
DSC 210 (p. 287)	Stats For Bus I	3
DSC 211 (p. 287)	Stats For Bus II	3
ECO 203 (p. 287)	Prin of Microecon (Satisfies CAP Social Science)	3
ECO 204 (p. 287)	Prin of Macroecon	3
ENG 370 (p. 287)	Rprt&Proposal Wrtnng (Satisfies CAP Inquiry)	3
or ENG 371 (p. 287)	Technical Communicatn	
or ENG 372 (p. 287)	Business Communicatn	
FIN 301 (p. 287)	Intro to Financial Mgt	3
MGT 201 (p. 287)	Legal Envirnmnt-Bus	3
MGT 301 (p. 287)	Organiztnl Behavior	3
MGT 490 (p. 287)	Managing the Entrpse (Satisfies CAP Integrative)	3
MTH 128 (p. 287)	Finite Math	3
MTH 129 (p. 287)	Calc for Business (Satisfies CAP Mathematics)	3
MIS 301 (p. 287)	Info Sys in Org	3
MKT 301 (p. 287)	Prin of Marketing	3
OPS 301 (p. 287)	Survay-Oper&Supply Mgt	3
PHL 313 (p. 287)	Business Ethics (Satisfies CAP Practical Ethical Action and Adv Studies in PHL/REL)	3
or REL 368 (p. 287)	Practical wisdom in the business world	
ECO elective (300/400 level)		3
Social Science elective (ANT, POL, PSY, SOC)		3
Major Requirements		18
ECO 340 (p. 287)	Managerial Economics	3
or ECO 346 (p. 287)	Intrmd MicroEco Anly	
ECO 410 (p. 287)	Bus&Eco Forecasting	3
or ECO 441 (p. 287)	Econometrics	
ECO 490 (p. 287)	Sr Sem-Applied Eco (Satisfies CAP Major Capstone)	3
ECO upper level elective (Satisfies SBA ECO Upper Level Elective)		3

Breadth requirements (see Department Chair for approved selections)	6
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Business economics majors must earn a grade of C or better in ECO 203 and ECO 204.

Academic Electives to bring total to at least 124 credits

Minor in Business Economics (ECB)

Business Economics

ECO 203 (p. 287)	Prin of Microecon ¹	3
ECO 204 (p. 287)	Prin of Macroecon ¹	3
ECO 340 (p. 287)	Managerial Economics	3
or ECO 346 (p. 287)	Intrmd MicroEco Anly	
ECO 410 (p. 287)	Bus&Eco Forecasting	3
or ECO 441 (p. 287)	Econometrics	
Select two ECO electives		6
Total Hours		18

¹ Students may substitute ECO 300 and one more 300 or 400 level ECO course for ECO 203 (p. 287) and ECO 204 (p. 287).

Finance

The finance major provides students with a working understanding of the financial decision-making process, how financial markets function, and the acquisition and management of capital. A student may choose a general finance curriculum or specialize in courses relating to investment analysis and portfolio management, financial institutions and services, or corporate financial management. Students will be prepared for a variety of careers in business and in the government sector with work in areas such as financial analysis, capital budgeting, banking, mergers and acquisitions, working capital management, real estate, and insurance. A major in finance is also excellent preparation for graduate studies in business administration or corporate and securities law.

In addition to other requirements, the major in finance consists of FIN 360, Investments; nine semester hours of 400 level finance electives; and six additional semester hours of 300 or 400 level finance electives. Finance majors must earn at least a C in FIN 301, Introduction to Financial Management. One of the electives may come from: ACC 305, ECO 415, ECO 488, MTH 490.

Faculty

Trevor Collier, Chairperson

William J. Hoben Professor of Finance: Chen
Professor: Chen

Associate Professors: Mohan, Wang

Assistant Professors: Chang, Schutte, Zhang

Lecturers: Douglas, Livesay, Shimmin

Bachelor of Science in business administration with a major in Finance (FIN) minimum 124 credit hours

Common Academic Program (CAP)

*credit hours will vary depending on courses selected

First-Year Humanities Commons ¹	12
HST 103 The West & the World	
REL 103 Introduction to Religious & Theological Studies	
PHL 103 Introduction to Philosophy	
ENG 100 Writing Seminar I ²	
Second-Year Writing Seminar ³	0-3
ENG 200 Writing Seminar II	
Oral Communication	3
CMM 100 Principles of Oral Communication	
Mathematics	3
Social Science	3
Arts	3
Natural Sciences	7
Crossing Boundaries	variable credit
Faith Traditions	
Practical Ethical Action Inquiry	
Integrative	
Advanced Study	variable credit
Philosophy and/or Religious Studies	
Historical Studies	
Diversity and Social Justice	3
Major Capstone	0-3

¹ Completed with ASI 110 and ASI 120.

² Or ENG 100A and ENG 100B, or ENG 200H, by placement.

³ Completed with ENG 200H or ASI 120.

SBA Core Curriculum

ACC 207 Intro-Financial Acc (p. 287)	3
ACC 208 Intro-Managerial Acc (p. 287)	3
BAI 150 Bus Educ Planning (p. 287)	1
BAI 103L Bus Computing Lab (p. 287)	1
BAI 151 Bus Integratn Exp (p. 287)	1
DSC 210 Stats For Bus I (p. 287)	3
DSC 211 Stats For Bus II (p. 287)	3
ECO 203 Prin of Microecon (Satisfies CAP Social Science) (p. 287)	3

ECO 204 (p. 287)	Prin of Macroecon	3
ENG 370 (p. 287)	Rprt&Proposal Wrtnng (Satisfies CAP Inquiry)	3
or ENG 371 (p. 287)	Technical Communicatn	
or ENG 372 (p. 287)	Business Communicatn	
FIN 301 (p. 287)	Intro to Financial Mgt	3
MGT 201 (p. 287)	Legal Envirnmnt-Bus	3
MGT 301 (p. 287)	Organiztnl Behavior	3
MGT 490 (p. 287)	Managing the Entrpse (Satisfies CAP Integrative)	3
MTH 128 (p. 287)	Finite Math	3
MTH 129 (p. 287)	Calc for Business (Satisfies CAP Mathematics)	3
MIS 301 (p. 287)	Info Sys in Org	3
MKT 301 (p. 287)	Prin of Marketing	3
OPS 301 (p. 287)	Surv-y-Oper&Supply Mgt	3
PHL 313 (p. 287)	Business Ethics (Satisfies CAP Practical Ethical Action and Adv Studies in PHL/REL)	3
or REL 368 (p. 287)	Practical wisdom in the business world	
ECO elective (300/400 level)		3
Social Science elective (ANT, POL, PSY, SOC)		3

Major Requirements 18

FIN 360 (p. 287)	Investments	3
Select two FIN electives (400 level)		6
FIN major capstone course (choose from FIN 479 or FIN 493 to satisfy CAP Major Capstone)		3
Select two FIN electives (300-400 level), one may be from:		6
ACC 305 (p. 287)	Intrm Financial ACC I	
ECO 415 (p. 287)	Game Thry w/Fin App	
ECO 488 (p. 287)	Prod Eco&Perf Evltn	
MTH 490 (p. 287)	Readings	

Finance majors must earn a grade of C or better in FIN 301.

Academic Electives to bring total to at least 124 credits

Minor in Finance (FIN)

Finance

FIN 301 (p. 287)	Intro to Financial Mgt	3
FIN 360 (p. 287)	Investments	3
Select three FIN electives (at least one at the 400 level)		9
Total Hours		15

- Business Economics (p. 290)
- Finance (p. 290)

Business ECONOMICS

First Year Hours

BAI 150	1
BAI 151	1
BAI 103L	1
ENG 100 (CAP Humanities Commons)	3
HST 103 (CAP Humanities Commons)	3
PHL 103 (CAP Humanities Commons)	3
REL 103 (CAP Humanities Commons)	3
MTH 128	3
MTH 129 (Satisfies CAP Mathematics)	3
CMM 100 (Satisfies CAP Oral Communication)	3
CAP components (generally CAP Arts & CAP Natural Sciences)	10

34

Second Year Hours

CAP Second Year Writing Seminar	3
CAP Social Science	3
ACC 207	3
ACC 208	3
DSC 210	3
DSC 211	3
ECO 203 (grade of C or better required for ECB majors)	3
ECO 204 (grade of C or better required for ECB majors)	3
MGT 201	3
CAP components	3

30

Third Year Hours

FIN 301	3
MGT 301	3

MIS 301	3
MKT 301	3
OPS 301	3
ENG 370, 371, or 372 (Satisfies CAP Inquiry)	3
ECO 340 or 346	3
ECO 410 or 441	3
ECB major breadth elective	3
CAP Components or General Electives	3

30

Fourth Year Hours

ECO elective (satisfies economics elective for ECB major)	3
ECB major breadth elective	3
ECO 490 (Satisfies CAP Major Capstone)	3
PHL 313 or REL 368 (Satisfies CAP Practical Ethical Action and ADV Studies in PHL/REL))	3
MGT 490 (Satisfies CAP Integrative)	3
CAP Components or General Electives	15

30

Total credit hours: 124

FINANCE

First Year Hours

BAI 150	1
BAI 151	1
BAI 103L	1
ENG 100 (CAP Humanities Commons)	3
HST 103 (CAP Humanities Commons)	3
PHL 103 (CAP Humanities Common)	3
REL 103 (CAP Humanities Commons)	3
MTH 128	3
MTH 129 (Satisfies CAP Mathematics)	3
CMM 100 (Satisfies CAP Oral Communication)	3
CAP components (generally CAP Arts & CAP Natural Sciences)	10

34

Second Year Hours

CAP Second Year Writing Seminar	3
CAP Social Science	3

ACC 207	3
ACC 208	3
DSC 210	3
DSC 211	3
ECO 203	3
ECO 204	3
MGT 201	3
CAP components	3
	30

Third Year Hours

FIN 301 (grade of C or better required for FIN majors)	3
MGT 301	3
MIS 301	3
MKT 301	3
OPS 301	3
ENG 370, 371, or 372 (Satisfies CAP Inquiry)	3
FIN 360	3
FIN elective	3
CAP Components or General Electives	6
	30

Fourth Year Hours

ECO 300 or 400 level elective	3
FIN electives	9
FIN 479 or 493 (satisfies CAP Major Capstone)	3
PHL 313 or REL 368 (Satisfies CAP Practical Ethical Action and ADV Studies in PHL/REL)	3
MGT 490 (Satisfies CAP Integrative)	3
CAP Components or General Electives	9
	30

Total credit hours: 124

Economics Courses

ECO 203. Principles of Microeconomics. 3 Hours

An introduction to consumer and producer behavior in a market economy, demand and supply, pricing and firm behavior under perfect and imperfect competition, and the distribution of income. Discussion of current topics in microeconomics may be included.

ECO 204. Principles of Macroeconomics. 3 Hours

Introductory economic analysis of the macroeconomy; the determination of gross national product, employment, inflation and the interest rate in the U.S. economy. Government policy, money and banking, and international trade are analyzed.

ECO 301. Seminar in Market Economics. 3 Hours

Market solutions to economic and political issues. Topics vary, but may include issues relating to drugs, gun control, environmental concerns, government interventions, economic and political freedom, and others. Team taught course. Prerequisite(s): ECO 203.

ECO 340. Managerial Economics. 3 Hours

Application of economic models to managerial decision making. Topics include demand analysis, forecasting demand, short-run cost analysis, long-run cost and production functions, pricing, and risk and uncertainty. May not get credit for both ECO 340 and ECO 346. Prerequisite(s): ECO 203.

ECO 346. Intermediate Microeconomic Analysis. 3 Hours

Analysis of the theory of consumer behavior, production theory, equilibrium of the firm, price determination in various market structures, distribution of income, allocation of resources, and welfare economics. May not get credit for both ECO 346 and ECO 340. Prerequisite(s): ECO 203.

ECO 347. Intermediate Macroeconomic Analysis. 3 Hours

National income accounting and the determination of the level of income and employment; classical, Keynesian, and post-Keynesian models; private, government, and foreign sectors; theories of inflation and economic growth. Prerequisite(s): ECO 204; ECO 203 recommended.

ECO 390. Antitrust Economics. 3 Hours

Study of how economic analysis has been applied in the interpretation of the antitrust statutes. Examines major anti-trust laws and relevant case law; reviews economic theories of market behavior. Prerequisite(s): ECO 203.

ECO 410. Business & Economic Forecasting. 3 Hours

Forecasting techniques, including ARIMA time series models, econometric models, moving averages, exponential smoothing, and time series decomposition, are used to forecast business and economic variables. Data sources, selection of appropriate forecasting tools and models, and evaluation of forecast results are studied. Prerequisite(s): ECO 203, ECO 204; Statistics (DSC 211 or MTH 207 or MTH 367 or MTH 412).

ECO 415. Game Theory with Business Applications. 3 Hours

Introductory course in strategic decision making; provides a thorough discussion of the basic techniques of applied game theory and of systematic thinking in making business decisions. Among the topics covered with applications to business are equilibrium strategies, understanding situations involving conflict and cooperation, auction design and bidding strategy, and bargaining and negotiations. Prerequisite(s): ECO 203.

ECO 435. Economics of the Environment. 3 Hours

Introduction to the economics of the global environment including an analysis of market failure as a cause of environmental degradation. Topics covered include cost-benefits analysis, criteria for public investment, regulation of the environment, and the sustainable global environment. Prerequisite(s): ECO 203.

ECO 441. Econometrics. 3 Hours

Training in the art of making economic measurements from empirical data using regression analysis as the principle tool; use of computer software to estimate and test regression equations; interpretation of results using statistical inference. Prerequisite(s): (ECO 203, ECO 204; differential calculus and basic statistics) or permission of instructor.

ECO 442. Money & Banking. 3 Hours

Principles of money and monetary systems; commercial banking and the role of the Federal Reserve System; monetary theory and policy; the mechanism of international payments. Prerequisite(s): ECO 203, ECO 204.

ECO 445. Public Finance. 3 Hours

The economic aspects of government finance at the local, state, and especially the national level; the behavioral effects of various taxes, efficiency in spending, the changing role of the U.S. government, fiscal policy, and intergovernmental revenue and expenditure programs; emphasis on relating analytical tools to current developments. Prerequisite(s): ECO 203, ECO 204.

ECO 460. Economic Development & Growth. 3 Hours

Study of various dynamic economic theories of growth and structural change; the role of particular factors of production and related noneconomic variables in the development process, primarily, though not exclusively, of Third World nations. Prerequisite(s): ECO 203, ECO 204.

ECO 461. International Economics. 3 Hours

Major issues surrounding international trade and finance, the economic interdependence of nations and businesses, essential theoretical and empirical tools necessary to monitor and analyze international economic phenomena, and the application of these tools to contemporary business problems and issues. Prerequisite(s): ECO 203, ECO 204.

ECO 471. Labor Economics. 3 Hours

Theory of labor supply and demand, human capital theory, and the process by which wages are determined in various factor markets; applications to topics of unemployment, unions, migration, discrimination, and skill differentials. Prerequisite(s): ECO 203, ECO 204.

ECO 480. Sports Economics. 3 Hours

The application of economic analysis to the sports industry. Examines demand and efficiency in the product market; the labor market for professional athletes and mechanisms for restricting competition in that market; problems in achieving an efficient allocation of resources in the sports industry. Prerequisite(s): ECO 203; (DSC 211 or MTH 207) or equivalent.

ECO 485. Urban & Regional Economics. 3 Hours

Treatment of certain theoretical concepts such as location theory and theories of land use and land rent; an economic interpretation for the existence of cities; applying economic analysis to the problems of traffic congestion, pollution, race, poverty, and urban sprawl. Prerequisite(s): ECO 203; (DSC 211 or MTH 207); ECO 346 recommended.

ECO 488. Production Economics & Performance Evaluation. 3 Hours

Intermediate course in theoretical and applied microeconomic production theory; provides a thorough discussion of the basic techniques of applied production theory and performance evaluation of decision making units. Topics include returns to scale, technical and allocative efficiency, benchmarking, environmental costs, and programming. Prerequisite(s): ECO 203.

ECO 490. Senior Seminar in Applied Economics. 3 Hours

Economic analysis applied in an area of topical interest chosen by the instructor; includes the application of theoretical, mathematical, and statistical methods mastered in previous economics courses. This capstone course provides students an opportunity to extend their proficiency in economic analysis through application and discussion in a small group setting. Typically offered during the spring semester. Economics or Business Economics majors only. Prerequisite(s): Twelve semester hours in Economics.

ECO 491. Honors Thesis. 3 Hours

Selection, design, investigation, and completion of an independent original research thesis under the guidance of a departmental faculty member. Restricted to students in the University Honors Program with permission of the director of the program and the departmental chairperson.

ECO 492. Honors Thesis. 3 Hours

Selection, design, investigation, and completion of an independent original research thesis under the guidance of a departmental faculty member. Restricted to students in the University Honors Program with permission of the director of the program and the departmental chairperson.

ECO 494. Seminar. 3 Hours

Subject varies from time to time. May be taken more than once if topic changes. Prerequisites to be announced.

ECO 496. Cooperative Education. 3 Hours

Optional full-time work period off campus alternating with study period on campus. (See Chapter X; consult Cooperative Education Office for details.) Does not count toward economics major. Permission of chairperson required. Economics or Business Economics majors only. Prerequisite(s): Permission of department chairperson.

ECO 497. Internship for General Elective Credit. 1-3 Hours

Practical work experience associated with career development and career exploration relating to the student's major. Permission of the department chair or designee required. Does not replace economics courses for the economics major. Economics or Business Economics majors only. Prerequisite(s): Forty-five semester hours of credit.

ECO 498. Independent Study in Economics. 1-6 Hours

Directed readings and research in selected fields of economics. The number of semester hours will depend on the amount of work chosen. The course will involve periodic discussions with faculty and other students in the course. May be taken more than once for additional credit. Prerequisite(s): 3.0 GPA in economics with a minimum of nine semester hours in economics; nomination by faculty; permission of the department chairperson.

Finance Courses

FIN 250. Personal Finance. 3 Hours

Principles and techniques for handling personal financial decisions: personal budgeting, obtaining credit, life and casualty insurance, buying a home, buying an automobile, and savings and investments. For both business and nonbusiness majors. Does not count toward the finance major.

FIN 301. Introduction to Financial Management. 3 Hours

Principles and techniques used by business firms in managing and financing their current and fixed assets; sources of funds within the capital markets; determinants of the financial structure; analytical techniques. Prerequisite(s): (ACC 200 or ACC 207 or ACC 301); ECO 203; junior standing.

FIN 330. Insurance & Risk Management. 3 Hours

Study of the basic concepts of business and personal risks from the standpoint of creation, identification, reduction, elimination, and evaluation of risks; the use of insurance in meeting problems of risk. Prerequisite(s): FIN 301 with minimum grade of C.

FIN 336. Principles of Real Estate. 3 Hours

Survey of real estate industry with emphasis on its structure, regulation, growth, needs, financing, and future. Analysis of the methods for determining land use and evaluation of the theories of city development. Prerequisite(s): FIN 301 with minimum grade of C.

FIN 360. Investments. 3 Hours

The principles and techniques used by the investor in selecting securities, emphasis on the stock and bond markets; security valuation methods leading to the selection of individual issues; portfolio theory. Prerequisite(s): FIN 301 with minimum grade of C.

FIN 371. Financial Markets & Institutions. 3 Hours

Study of financial markets and financial institutions, including the Federal Reserve, interest rate theories, money and capital market securities, interest rate futures, options and swaps, international financial markets, such as commercial banking, insurance, and investment banking. Prerequisite(s): FIN 301 with minimum grade of C.

FIN 401. Advanced Financial Analysis. 3 Hours

Advanced study of current developments in financial planning, acquisition of funds, and asset management valuation; policy strategy and techniques in financial decision making. Prerequisite(s): FIN 301 with minimum grade of C.

FIN 402. Mergers, Acquisitions, Capital Restructuring & Corporate Governance. 3 Hours

In depth study of company valuation techniques and the influence of the governance structure - the CEO, President, and the Board of Directors - on company value. Prerequisite(s): FIN 301, FIN 360.

FIN 430. Short-Term Financial Management. 3 Hours

Covers several areas of the corporate treasury function with a focus on managing current assets and liabilities to enhance the firm's liquidity, profitability, and value. Specific areas include analyzing short-term financial decisions such as financing inventory and receivables, granting, trade credit, and making short-term investments and short-term risk management for interest rates and foreign exchange. This course introduces students to the techniques and practices used to evaluate short-term financial decisions. Prerequisite(s): FIN 301; (FIN 360 or FIN 401).

FIN 450. International Business Finance. 3 Hours

Introduction to problems facing financial management of international companies, including foreign exchange risk, working capital and capital budgeting decisions for multinational corporations, international financing, accounting and control. Prerequisite(s): FIN 301 with minimum grade of C.

FIN 460. Portfolio Management & Security Analysis. 3 Hours

Advanced valuation theory and security analysis; portfolio construction, evaluation, and management. Prerequisite(s): FIN 360.

FIN 470. Fixed Income Securities. 3 Hours

Introduction to the analytical/computational techniques for pricing fixed income securities, interest rate derivatives, and implementing effective portfolio strategies to control interest rate risk and enhance return. Prerequisite(s): FIN 360 or FIN 371.

FIN 471. Management of Financial Institutions. 3 Hours

Integrated and comprehensive analysis of financial institutions that include depository institutions, insurance companies, securities firms, and investment companies. Prerequisite(s): FIN 371.

FIN 475. Commercial Bank Management. 3 Hours

Explores the environment in which banks must operate, the financial statements of banks, and a thorough study of bank management topics which include: asset-liability management, the investment portfolio, sources of funds, and the loan portfolio. Prerequisite(s): FIN 301; (FIN 360 or FIN 371).

FIN 479. Seminar in Bond Portfolio Management. 3 Hours

Theory and practice in active bond portfolio management. Literature and practical issues related to managing a bond fund. Seminar format; students are divided into teams, each responsible for a specific sector of the fixed income market. Prerequisite(s): FIN 301.

FIN 480. Options & Futures Markets. 3 Hours

Study of options, futures, and other derivatives fundamentals, trading strategies, hedging, speculation, and arbitrating, pricing theories, and market regulations. Prerequisite(s): FIN 301; (FIN 360 or FIN 371).

FIN 481. Fundamental & Technical Trading. 3 Hours

The art and science of speculative foreign exchange trading, focusing on spot trading of Euros. Students implement a trading plan in a real foreign exchange environment under a set risk management policy. Students learn to watch the market, analyze profitable situations, and produce winning trades. Prerequisite(s): FIN 301.

FIN 481L. Trading Laboratory. 1 Hour

Prepares students to find positions in proprietary funds, hedge funds, and energy or commodity firms. Focuses on effective communication, résumé writing, interviewing techniques, job negotiation techniques, and the optimal use of e-mail and personal networks and references. Prerequisite(s): FIN 481 or FIN 482 (may be taken as a corequisite).

FIN 482. Energy Markets. 3 Hours

Energy market portfolio skills: physicality of natural gas market, natural gas pricing, natural gas portfolio transactions including hedging, basic risk management. VaR simulation produced, power pricing and risk management, weather hedging, credit derivatives and their use in energy. Oil basics and pricing a tolling agreement. Prerequisite(s): FIN 301.

FIN 483. Applied Options Trading. 3 Hours

Comprehensive and detailed analysis of options-pricing, risk characteristics, and their dynamic behavior in the context of the management of a portfolio of options. The underlying market used is the Euro/US dollar futures. The emphasis is on option strategic trading, position management, and the calculation of option risks and profit optimization. Prerequisite(s): FIN 301, 481.

FIN 484. Advanced Trading Techniques. 3 Hours

Topics include appropriate leverage, when to take profits, when to have a stop loss, and hedging strategies. Students will learn to write short-term trading plans encompassing fundamental news events and technical charting, then implement a longer view. Each student is expected to open a real micro account from \$300-\$500. Prerequisite(s): FIN 301, 481.

FIN 485. Financial Modeling. 3 Hours

The objective is to strengthen students understanding of selected financial theory topics through the use of Excel and Visual Basic for Applications (VBA). The emphasis is on applying financial theory presented in other courses. Students learn how VBA significantly enhances the power of Excel. Prerequisite(s): FIN 301 and FIN481.

FIN 486. Algorithmic Modeling in Currency. 3 Hours

Algorithmic trading models are developed using spot contracts with Euros and Australian dollars. Students work in teams to implement hedging strategies of non-trending Euro risk with Australian dollars. Teams will meet and work with outside Flyer Forex Fund directors. Students need to be proficient in advanced Excel techniques. Prerequisite(s): FIN 301 and FIN 481.

FIN 487. Bond Derivatives Seminar. 3 Hours

Topics include fixed income basics, bond futures, duration management, the repo market, callable bonds and bond ladders, asset backed securities and death bonds, mortgage backed securities, inflation bonds, Fed fund futures and binary options, and diversification and suitability analysis. Valuable for those seeking to pass level 2 of the CFA exam. Prerequisite(s): FIN 301.

FIN 490. Personal Financial Consulting. 3 Hours

Subject varies from time to time. May be taken more than once if the topic changes.

FIN 491. Honors Thesis. 3 Hours

Selection, design, investigation, and completion of an independent original research thesis under the guidance of a departmental faculty member. Restricted to students in the University Honors Program with permission of the director of the program and the departmental chairperson.

FIN 492. Honors Thesis. 3 Hours

Selection, design, investigation, and completion of an independent original research thesis under the guidance of a departmental faculty member. Restricted to students in the University Honors Program with permission of the director of the program and the departmental chairperson.

FIN 493. Seminar in Investments. 3 Hours

Application of investment theory and techniques in a real-world setting. Students manage a funded portfolio in terms of establishing objectives, selecting securities to buy (sell), and evaluating portfolio performance. Emphasis is placed upon attempting to identify undervalued common stocks. Admission to the course is limited and must be approved by the instructor. Prerequisite(s): FIN 360 and permission of department chair.

FIN 496. Cooperative Education. 3 Hours

Optional full-time work period off campus alternating with study period on campus. (See Chapter X; consult Cooperative Education Office for details.) Does not count toward finance major. Finance majors only. Prerequisite(s): Permission of department chairperson.

FIN 497. Internship for General Elective Credit. 1-3 Hours

Practical work experience associated with career development and career exploration relating to the student's major. Permission of department chair or designee required. Does not replace finance courses for the finance major. Finance majors only. Prerequisite(s): Forty-five semester hours of credit.

FIN 498. Independent Study in Finance. 1-6 Hours

Directed readings and research in selected fields of finance. The number of semester hours will depend on the amount of work chosen. The course will involve periodic discussions with other students and faculty in the program. May be taken more than once for additional credit. Prerequisite(s): 3.0 GPA in Finance; minimum of nine semester hours in Finance; nomination by faculty; permission of department chairperson.

- Bachelor of Science in Business Administration, International Business (p. 294)

Minor:

- International Business (p. 295)

The International Business major is an interdisciplinary major designed to meet the needs of students interested in different facets of the international area. It may be taken as a stand-alone major, in conjunction with a major or minor in a functional business discipline, or with a major or minor in a language.

In addition to other requirements, the International Business major requires ECO 460 or ECO 461, FIN 450, MGT 403, MKT 440, INB 302, ING 450 and one international elective. This elective may come from the courses listed above, which are not selected as a required course, or from the following: INB electives, 300 or 400 level language courses that are not part of a language major or minor; or an international course outside the School of Business Administration that is approved by the Director of International Business Programs. In addition, competency in a foreign language, which may be demonstrated by successful completion of two semesters of 200 language study or passing of the competency test given by the language department is required. This foreign language requirement is waived for double majors with another SBA major. An international learning experience is required. This may include participation in a study abroad program, attendance at an educational institution outside the United States, or an international business internship or co-op.

Terence Lau, Director

Bachelor of Science in business administration with a major in International Business (INB) Minimum of 124 credit hours

Common Academic Program (CAP)

*credit hours will vary depending on courses selected

First-Year Humanities Commons ¹ 12

HST 103 The West & the World

REL 103 Introduction to Religioius & Theological Studies

PHL 103 Introduction to Philosophy

ENG 100 Writing Seminar I ²

Second-Year Writing Seminar ³ 0-3

ENG 200 Writing Seminar II

Oral Communication 3

CMM 100 Principles of Oral Communication

Mathematics 3

Social Science 3

Arts 3

Natural Sciences 7

Crossing Boundaries variable credit

Faith Traditions

Practical Ethical Action

Inquiry

Integrative

International Business

Major:

Advanced Study

variable or REL 368
credit (p. 294)

Practical wisdom in the business world

Philosophy and/or Religious Studies	
Historical Studies	
Diversity and Social Justice	3
Major Capstone	0-3

- ¹ Completed with ASI 110 and ASI 120.
² Or ENG 100A and ENG 100B, or ENG 200H, by placement.
³ Completed with ENG 200H or ASI 120.

SBA Core Curriculum

ACC 207 (p. 294)	Intro-Financial Acc	3
ACC 208 (p. 294)	Intro-Managerial Acc	3
BAI 150 (p. 294)	Bus Educ Planning	1
BAI 103L (p. 294)	Bus Computing Lab	1
BAI 151 (p. 294)	Bus Integratn Exp	1
DSC 210 (p. 294)	Stats For Bus I	3
DSC 211 (p. 294)	Stats For Bus II	3
ECO 203 (p. 294)	Prin of Microecon (Satisfies CAP Social Science)	3
ECO 204 (p. 294)	Prin of Macroecon	3
ENG 370 (p. 294)	Rprt&Proposal Wrtng (Satisfies CAP Inquiry)	3
or ENG 371 (p. 294)	Technical Commnicatn	
or ENG 372 (p. 294)	Business Commicatr	
FIN 301 (p. 294)	Intro to Financial Mgt	3
MGT 201 (p. 294)	Legal Envirnmnt-Bus	3
MGT 301 (p. 294)	Organiztnl Behavior	3
MGT 490 (p. 294)	Managing the Entrpse (Satisfies CAP Integrative)	3
MTH 128 (p. 294)	Finite Math	3
MTH 129 (p. 294)	Calc for Business (Satisfies CAP Mathematics)	3
MIS 301 (p. 294)	Info Sys in Org	3
MKT 301 (p. 294)	Prin of Marketing	3
OPS 301 (p. 294)	Surv-Oper&Supply Mgt	3
PHL 313 (p. 294)	Business Ethics (Satisfies CAP Practical Ethical Action and Adv Studies in PHL/REL)	3

Major Requirements

ECO 460	Economic Development & Growth (Either course satisfies SBA Core ECO elective)	3
or ECO 461	International Economics	
FIN 450	International Business Finance	3
INB 302	Survey of International Business	3
INB 450	Seminar in Current Global Issues (Satisfies CAP major Capstone)	3
MGT 403	Cross-Cultural Management	3
MKT 440	Global Marketing	3

Language requirement (Satisfied by competency test or two 200 level 0-8 language courses. Waived for students with a second major in the SBA.)

International learning experience requirement (study or internship abroad)

International elective -- choose one course from 3

ECO 460 Economic Development & Growth (if not taken as a requirement)

or ECO 461 International Economics

INB 350 Doing Business in Emerging Markets

INB 351 Doing Business in Latin America

INB 352 Doing Business in Asia

INB 353 Doing Business in Europe

INB 354 Doing Business in Africa

INB 357 Export Management

INB 400 Special Topics in International Business

Language (a 300 or 400 level course not part of a second major)

International Course outside SBA (approved by INB Director)

Total Hours 21-29

Academic Electives that total at least 124 credits

Academic Electives to bring total to at least 124 credits**Minor in International Business (INB)****International Business**

INB 302	Survey of International Business	3
INB 450	Seminar in Current Global Issues	3
Select two courses from:		6

ECO 460 Economic Development & Growth

ECO 461 International Economics

FIN 450 International Business Finance

MGT 403 Cross-Cultural Management

MKT 440 Global Marketing

Total Hours 12

First Year Hours

BAI 150	1
BAI 151	1

BAI 103L	1
ENG 100 (CAP Humanities Commons)	3
HST 103 (CAP Humanities Commons)	3
PHL 103 (CAP Humanities Commons)	3
REL 103 (CAP Humanities Commons)	3
MTH 128	3
MTH 129 (Satisfies CAP Mathematics)	3
CMM 100 (Satisfies CAP Oral Communication)	3
CAP components (generally CAP Arts and CAP Natural Sciences) or General Electives	10
	34
Second Year	Hours
CAP Second Year Writing Seminar	3
ENG 200	
CAP Social Science	3
ACC 207	3
ACC 208	3
DSC 210	3
DSC 211	3
ECO 203	3
ECO 204	3
MGT 201	3
INB 302	3
	30
Third Year	Hours
FIN 301	3
MGT 301	3
MIS 301	3
MKT 301	3
OPS 301	3
ENG 370, 371, or 372 (Satisfies CAP Inquiry)	3
ECO 460 or 461 (Satisfies SBA Core upper level ECO elective)	3
INB Elective	3
CAP Components, Language, or General Electives	6
	30
Fourth Year	Hours
FIN 450	3
MGT 403	3
MKT 440	3
INB 450 (Satisfies CAP Major Capstone)	3

PHL 313 or REL 368 (Satisfies CAP Practical Ethical Action and ADV Studies in PHL/REL)	3
MGT 490 (Satisfies CAP Integrative)	3
CAP Components, Language, or General Electives	12
	30

Total credit hours: 124

Courses

INB 300. Special Topics Study Abroad. 1-3 Hours

Preparation for study abroad programs offered by the School of Business Administration. May be taken more than once if pursuing more than one study abroad experience.

INB 302. Survey of International Business. 3 Hours

Introduction to international business and how it is different from domestic business. Globalization and its effects, differences in culture, political, and economic systems across borders. Required of International Business majors and minors.

INB 350. Doing Business in Emerging Markets. 3 Hours

This course is designed to give students an opportunity to explore and understand the challenges to global business in emerging markets, including those in Africa, Asia, Latin and Central America, the Middle East, and the former East Bloc. The course examines commonalities of different regions and countries while highlighting cultural, economic, and sociopolitical differences. Additionally, social responsibility and the emergence of micro-lending and nontraditional forms of business operation will be presented.

INB 351. Doing Business in Latin America. 3 Hours

This course is designed to provide an overview of the business environment of Latin America within the context of cultural, economic, social, political and historical factors. Students explore negotiation strategies that are unique to Latin America and how U.S. companies (both large and small) should best enter the region. Upon successful completion of this course students will possess a strong awareness of the economic and business environments in Latin America as well as the ability to demonstrate strategic and analytical thinking skills related to local and foreign companies that conduct business in the region. Students will have the opportunity to analyze the big picture through case studies, negotiation simulations and through writing and in-class discussions and presentations.

INB 352. Doing Business in Asia. 3 Hours

This course is designed as a survey of the evolution of selected economies of Asia, with the aim of identifying conditions and governmental policies that impact economic development. The course provides an overview of sociocultural, religious, historic, economic, and political contexts as these impact ways that business is conducted in Asia.

INB 353. Doing Business in Europe. 3 Hours

This course is designed as a survey of the evolution of selected economies of Europe, with the aim of identifying conditions and governmental policies that impact economic development. The course reviews the historical steps that led to the establishment of the European Union and provides an in-depth understanding of the EU business environment. The course utilizes case studies to afford participants with a hands-on familiarity with business practices and effective strategies for conducting business in the EU from the perspective of European managers as well as non-European multinational corporations.

INB 354. Doing Business in Africa. 3 Hours

This course is designed as a survey of the evolution of selected economies of Africa, with the aim of identifying conditions and governmental policies that impact economic development. The course will review problems of economic development faced by many nations of Africa. Topics covered will include poverty, healthcare, agriculture, population growth, education, the role of women, rural-urban migration, industrialization, trade, aid, debt, and economic reforms.

INB 357. Export Management. 3 Hours

This course offers a comprehensive study of international export procedures and operations. Topics covered include export documentation, managing export transactions, planning export operations, export communications, shipping and packaging, export payment and collection methods, export insurance, governmental and foreign export regulations, export support programs and services, exports within NAFTA, and designing export management systems. This course prepares students for the CGBP (Certified Global Business Professional) Certification. Prerequisite/Co-requisite is INB302.

INB 400. Special Topics in International Business. 3 Hours

The topic will vary by semester.

INB 450. Seminar in Current Global Issues. 3 Hours

Senior capstone seminar in International Business. An examination of factors necessary for global competitiveness including foreign direct investment, strategy of international business, entering foreign markets, global production and logistics, global marketing and R&D, and global human resource management. Includes integrative project. Required of International Business majors and minors. Prerequisite(s): INB 302; senior standing.

INB 491. Honors Thesis. 3 Hours

Selection, design, investigation, and completion of an independent original research thesis under the guidance of a departmental faculty member. Restricted to students in the University Honors Program with permission of the director of the Honors Program and the International Business program director.

INB 492. Honors Thesis. 3 Hours

Selection, design, investigation, and completion of an independent original research thesis under the guidance of a departmental faculty member. Restricted to students in the University Honors Program with permission of the director of the Honors Program and the International Business program director.

INB 497. International Internship. 1-3 Hours

Practical international work experience closely associated with student's major, minor, certificate program. Permission of program director required. See internship coordinator for details.

- Bachelor of Science in Business Administration, Entrepreneurship (p. 298)
- Bachelor of Science in Business Administration, Leadership (p. 300)
- Bachelor of Science in Business Administration, Marketing (p. 301)
- Bachelor of Science in Business Administration, Marketing Major with Sales Management Emphasis (p. 302)

Minors:

- Entrepreneurship (p. 299)
- Leadership (p. 301)
- Marketing (p. 302)

The management program offered by the management/marketing department includes a major or minor in two distinct areas: leadership and entrepreneurship. The department also offers a major or a minor in marketing.

Faculty

Terence Lau, Chairperson

Professors: Bickford, King, Sweeney

Associate Professors: Janney, Kiewitz, Lau

Assistant Professors: Kenworthy, Meek, Sullivan

Lecturers: Chelle, Forlani, Gentner, Miller

Adjunct Faculty: Brady, Dudon, Franks, Gottesman, June, Lewis, Wood

Entrepreneurship

Students majoring or minoring in entrepreneurship will develop an understanding of how a business enterprise is conceived, launched, and sustained. The curriculum teaches students how to identify viable business opportunities and explores how such opportunities are transformed into new ventures. Additional emphasis is placed on how entrepreneurial ventures:

- Successfully compete for financial resources
- Successfully identify and reach their target markets
- Successfully establish business processes, systems, and controls to manage small and growth-oriented ventures.

Students must apply to and be accepted as an entrepreneurship major. The admissions process is selective and applications currently close on February 15 (date is subject to change). This is a firm deadline. Because entrepreneurship majors begin a two-course sequence in their sophomore year, the only opportunity to apply for admission into the major is during the winter semester of the first year. However, because many talented students who are interested in majoring in entrepreneurship transfer into the School of Business Administration at the end of their first year, non-SBA applicants will be considered through August 1 on a space available basis. Non-SBA students interested in the Entrepreneurship major cannot be admitted until they are officially transferred into the SBA. Normally, no more than 90 students are in each entering sophomore ENT major class.

A key feature of the entrepreneurship major is the Sophomore Experience in which student teams create micro-businesses and actually run them during their sophomore year. This experience is directed through the Crotty Center for Entrepreneurial Leadership and includes seminars with faculty and entrepreneurs who work with students to develop the essential knowledge, skills, and abilities for successfully running a micro business. Another key feature is the senior

Management and Marketing

Majors:

seminar in which students work as consultants with an entrepreneur to solve an actual problem within an existing entrepreneurial business. Entrepreneurship majors can also participate in the:

- Everest Real Estate Challenge (open to ENT majors only)
- Flyer Angels (a student-run investment organization open to ENT majors only)
- the UD Business Plan Competition (open to all students, see <http://www.udayton.edu/business/udbpc/>)

For business majors, the minor in entrepreneurship consists of fifteen semester hours.

For non-business majors, the minor in entrepreneurship consists of eighteen semester hours.

Bachelor of Science in business administration with a major in Entrepreneurship (ENT) minimum of 124 credit hours

Common Academic Program (CAP)

*credit hours will vary depending on courses selected

First-Year Humanities Commons ¹	12
HST 103 The West & the World	
REL 103 Introduction to Religious & Theological Studies	
PHL 103 Introduction to Philosophy	
ENG 100 Writing Seminar I ²	
Second-Year Writing Seminar ³	0-3
ENG 200 Writing Seminar II	
Oral Communication	3
CMM 100 Principles of Oral Communication	
Mathematics	3
Social Science	3
Arts	3
Natural Sciences	7
Crossing Boundaries	variable credit
Faith Traditions	
Practical Ethical Action	
Inquiry	
Integrative	
Advanced Study	variable credit
Philosophy and/or Religious Studies	
Historical Studies	
Diversity and Social Justice	3
Major Capstone	0-3

¹ Completed with ASI 110 and ASI 120.

² Or ENG 100A and ENG 100B, or ENG 200H, by placement.

³ Completed with ENG 200H or ASI 120.

SBA Core Curriculum

ACC 207 Intro-Financial Acc (p. 297)	3
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ACC 208 (p. 297)	Intro-Managerial Acc	3
BAI 150 (p. 297)	Bus Educ Planning	1
BAI 103L (p. 297)	Bus Computing Lab	1
BAI 151 (p. 297)	Bus Integratn Exp	1
DSC 210 (p. 297)	Stats For Bus I	3
DSC 211 (p. 297)	Stats For Bus II	3
ECO 203 (p. 297)	Prin of Microecon (Satisfies CAP Social Science)	3
ECO 204 (p. 297)	Prin of Macroecon	3
ENG 370 (p. 297)	Rprt&Proposal Wrtnng (Satisfies CAP Inquiry)	3
or ENG 371 (p. 297)	Technical Communicatn	
or ENG 372 (p. 297)	Business Communicatn	
FIN 301 (p. 297)	Intro to Financial Mgt	3
MGT 201 (p. 297)	Legal Envirnmnt-Bus	3
MGT 301 (p. 297)	Organiztnl Behavior	3
MGT 490 (p. 297)	Managing the Entrpse (Satisfies CAP Integrative)	3
MTH 128 (p. 297)	Finite Math	3
MTH 129 (p. 297)	Calc for Business (Satisfies CAP Mathematics)	3
MIS 301 (p. 297)	Info Sys in Org	3
MKT 301 (p. 297)	Prin of Marketing	3
OPS 301 (p. 297)	Surv-Oper&Supply Mgt	3
PHL 313 (p. 297)	Business Ethics (Satisfies CAP Practical Ethical Action and Adv Studies in PHL/REL)	3
or REL 368 (p. 297)	Practical wisdom in the business world	
ECO elective (300/400 level)		3
Social Science elective (ANT, POL, PSY, SOC)		3

Major Requirements 18

MGT 220	Entrepreneurship Sophomore Experience I (Must be taken first semester Sophomore Year)	2
MGT 221	Entrepreneurship Sophomore Experience II (Must be taken second semester Sophomore Year)	1
MGT 320	New Venture Creation	3
MGT 321	Financing Entrepreneurial Ventures	3
MGT 430	Senior Seminar in Entrepreneurship (Satisfies CAP Major Capstone)	3

Select two courses from:	6
MGT 402 Leadership & Motivation	
MGT 420 Entrepreneurial Marketing	
MGT 421 Small Business Management	
MGT 422 Business Plans for Emerging Firms	
MGT 423 Human Resource Management in the Emerging Firm	
MGT 424 Family Business Management	
MGT 429 Current Issues in Entrepreneurship	
MKT 435 New Product Development	

Academic Electives to bring total to at least 124 credits

Minor in Entrepreneurship (ENT)

Entrepreneurship (business majors)

MGT 320 New Venture Creation	3
(p. 297)	
MGT 321 Financing Entp Vent	3
(p. 297)	

Select three courses from: ¹ 9

MGT 402 Leadership&Motivatn	
(p. 297)	
MGT 420 Enrepenrl Marketing	
(p. 297)	
MGT 421 Sm Business Managmnt	
(p. 297)	
MGT 422 Business Plans	
(p. 297)	
MGT 423 HRM /in Emergng Firms	
(p. 297)	
MGT 424 Family Business Mgt	
(p. 297)	
MGT 425 Franchising	
(p. 297)	
MGT 429 Curr Issues-Entrepn	
(p. 297)	
MKT 435 New Product Devlp	
(p. 297)	

Total Hours 15

¹ A student minoring in entrepreneurship may petition the department chair to substitute other management courses in place of one, but not two, of these electives. The request will be considered in light of the student's overall academic program and career intention. It is recommended that the student speak to the department to determine the course offerings schedule.

Entrepreneurship (non-business majors)

ACC 200 Intro to Accounting	3
(p. 297)	
MGT 201 Legal Envirnmnt-Bus	3
(p. 297)	
MGT 320 New Venture Creation	3
(p. 297)	
MGT 321 Financing Entp Vent	3
(p. 297)	

Select one course from: 3

MGT 402 Leadership&Motivatn	
(p. 297)	
MGT 420 Enrepenrl Marketing	
(p. 297)	
MGT 421 Sm Business Managmnt	
(p. 297)	
MGT 422 Business Plans	
(p. 297)	
MGT 423 HRM /in Emergng Firms	
(p. 297)	
MGT 424 Family Business Mgt	
(p. 297)	
MGT 425 Franchising	
(p. 297)	
MGT 429 Curr Issues-Entrepn	
(p. 297)	
MKT 435 New Product Devlp	
(p. 297)	

Total Hours 15

Leadership

Students majoring or minoring in leadership will develop understanding and competencies in:

- Motivation
- Group dynamics
- Team processes
- Cross-cultural management
- Employee training and development
- Organizational design, development, and change

For the student majoring in leadership, a key component of the curriculum is the "bookend" experience that begins in the first semester of the junior year with co-registration in Organizational Behavior (MGT 301) and Managerial Skills (MGT 302). Knowledge, skills, and abilities gained in these two courses will be reinforced throughout the remaining leadership courses, and leadership majors are required to demonstrate working competencies in these areas in subsequent courses. To complete the "bookend" experience, leadership majors will register in their senior year for the capstone course, Seminar in Experiencing Leadership.

The management faculty strongly recommend that students completing the leadership major also complete a major or minor in another business discipline. Other majors or minors that are complementary include:

- Entrepreneurship
- Marketing
- Finance
- Operations management
- Accounting
- MIS

A leadership major combined with a major or minor in a business function creates an outstanding combination for employment.

Bachelor of Science in business administration with a major in Leadership (LDR) minimum of 124 credit hours

Common Academic Program (CAP)

*credit hours will vary depending on courses selected

First-Year Humanities Commons ¹	12
HST 103 The West & the World	
REL 103 Introduction to Religious & Theological Studies	
PHL 103 Introduction to Philosophy	
ENG 100 Writing Seminar I ²	
Second-Year Writing Seminar ³	0-3
ENG 200 Writing Seminar II	
Oral Communication	3
CMM 100 Principles of Oral Communication	
Mathematics	3
Social Science	3
Arts	3
Natural Sciences	7
Crossing Boundaries	variable credit
Faith Traditions	
Practical Ethical Action	
Inquiry	
Integrative	
Advanced Study	variable credit
Philosophy and/or Religious Studies	
Historical Studies	
Diversity and Social Justice	3
Major Capstone	0-3

¹ Completed with ASI 110 and ASI 120.

² Or ENG 100A and ENG 100B, or ENG 200H, by placement.

³ Completed with ENG 200H or ASI 120.

SBA Core Curriculum

ACC 207 Intro-Financial Acc (p. 297)	3
ACC 208 Intro-Managerial Acc (p. 297)	3
BAI 150 Bus Educ Planning (p. 297)	1
BAI 103L Bus Computing Lab (p. 297)	1
BAI 151 Bus Integratn Exp (p. 297)	1
DSC 210 Stats For Bus I (p. 297)	3
DSC 211 Stats For Bus II (p. 297)	3
ECO 203 Prin of Microecon (Satisfies CAP Social Science) (p. 297)	3

ECO 204 (p. 297)	Prin of Macroecon	3
ENG 370 (p. 297)	Rprt&Proposal Wrtnng (Satisfies CAP Inquiry)	3
or ENG 371 (p. 297)	Technical Communicatn	
or ENG 372 (p. 297)	Business Communicatn	
FIN 301 (p. 297)	Intro to Financial Mgt	3
MGT 201 (p. 297)	Legal Envirnmnt-Bus	3
MGT 301 (p. 297)	Organiztnl Behavior	3
MGT 490 (p. 297)	Managing the Entrpse (Satisfies CAP Integrative)	3
MTH 128 (p. 297)	Finite Math	3
MTH 129 (p. 297)	Calc for Business (Satisfies CAP Mathematics)	3
MIS 301 (p. 297)	Info Sys in Org	3
MKT 301 (p. 297)	Prin of Marketing	3
OPS 301 (p. 297)	Surv-y-Oper&Supply Mgt	3
PHL 313 (p. 297)	Business Ethics (Satisfies CAP Practical Ethical Action and Adv Studies in PHL/REL)	3
or REL 368 (p. 297)	Practical wisdom in the business world	
ECO elective (300/400 level)		3
Social Science elective (ANT, POL, PSY, SOC)		3

Major Requirements 18

MGT 302 (p. 297)	Managerial Skills	3
MGT 401 (p. 297)	Orgn,Dsn,Cul&Change	3
MGT 402 (p. 297)	Leadership&Motivatn	3
MGT 410 (p. 297)	Senior Sem-Lrdshp (Satisfies CAP Major Capstone)	3
Select two courses from:		6
MGT 403 (p. 297)	Cross-Cult Managemnt	
MGT 404 (p. 297)	Group Dynamics	
MGT 405 (p. 297)	Employee Traing&Dev	
MGT 409 (p. 297)	Curr Iss-L'ship	
MGT 423 (p. 297)	HRM /in Emergng Firms	
MGT 425 (p. 297)	Franchising	

MKT 411 Sales Management
(p. 297)

Academic Electives to bring total to at least 124 credits

Minor in Leadership (LDR)

Leadership

MGT 301 (p. 297)	Organiztnl Behavior	3
MGT 401 (p. 297)	Orgn,Dsn,Cul&Change	3
MGT 402 (p. 297)	Leadership&Motivatn	3
Select two courses from: ¹		6
MGT 302 (p. 297)	Managerial Skills	
MGT 403 (p. 297)	Cross-Cult Managemnt	
MGT 404 (p. 297)	Group Dynamics	
MGT 405 (p. 297)	Employee Traing&Dev	
MGT 409 (p. 297)	Curr Iss-L'ship	
MGT 423 (p. 297)	HRM /in Emergng Firms	
MGT 425 (p. 297)	Franchising	
MGT 429 (p. 297)	Curr Issues-Entrepn	
MKT 411 (p. 297)	Sales Management	
Total Hours		15

¹ A student minoring in Leadership may petition the department chair to substitute other Management courses in place of one, but not two, of these electives. The request will be considered in light of the student's overall academic program and career intentions.

Marketing

A student with a major or minor in marketing learns systematic ways for identifying, understanding, and satisfying consumer and organizational needs. Courses in the major are designed to instill in students an appreciation for both the total marketing process as well as specialized marketing activities such as:

- Purchasing
- Sales
- Retailing
- Brand management
- Marketing research

They likewise focus on how to integrate the marketing process with the objectives of the organization, the functions of the economy, and the constraints of society from national and global perspectives. Students learn to apply conceptual principles and quantitative techniques in their study of consumer and business markets with the goal of becoming

informed, skilled, and competent marketing professionals. Marketing majors also have the option to earn an emphasis in Sales Management as part of their major. Specifically, to earn the emphasis, majors must select all three of their electives from a required list of marketing courses that focus on sales and associated issues. This emphasis is very attractive to many prospective employers. The marketing program also competes annually in the National Collegiate Sales Competition. Marketing majors wishing to participate in the competition apply to be on the UD team in the fall.

Marketing majors frequently combine their academic studies with either a co-op or internship work experience. General elective credit for such experiences is approved on a case-by-case basis with the criteria being the nature of the experience and its degree of integration into the student's academic program as well as successful completion of internship/co-op preparation activities required by the department. Junior and senior marketing majors can also apply to participate in the P&G Marketing Challenge, a competition conducted every semester for marketing students.

Faculty

Terence Lau, Chairperson

Associate Professors: Pan, Sparks, Wells

Assistant Professors: Davidson, Durmusoglu, Harmon, Hirunyawipada

Lecturers: Dickey, Krystofik

Adjunct Faculty: Blanford, Sinnott, Woeste

Bachelor of Science in business administration with a major in Marketing (MKT) minimum of 124 credit hours

Common Academic Program (CAP)

*credit hours will vary depending on courses selected	
First-Year Humanities Commons ¹	12
HST 103 The West & the World	
REL 103 Introduction to Religioius & Theological Studies	
PHL 103 Introduction to Philosophy	
ENG 100 Writing Seminar I ²	
Second-Year Writing Seminar ³	0-3
ENG 200 Writing Seminar II	
Oral Communication	3
CMM 100 Principles of Oral Communication	
Mathematics	3
Social Science	3
Arts	3
Natural Sciences	7
Crossing Boundaries	variable credit
Faith Traditions	
Practical Ethical Action	
Inquiry	
Integrative	
Advanced Study	variable credit
Philosophy and/or Religious Studies	
Historical Studies	

Diversity and Social Justice	3
Major Capstone	0-3

¹ Completed with ASI 110 and ASI 120.

² Or ENG 100A and ENG 100B, or ENG 200H, by placement.

³ Completed with ENG 200H or ASI 120.

SBA Core Curriculum

ACC 207 (p. 297)	Intro-Financial Acc	3
ACC 208 (p. 297)	Intro-Managerial Acc	3
BAI 150 (p. 297)	Bus Educ Planning	1
BAI 103L (p. 297)	Bus Computing Lab	1
BAI 151 (p. 297)	Bus Integratn Exp	1
DSC 210 (p. 297)	Stats For Bus I	3
DSC 211 (p. 297)	Stats For Bus II	3
ECO 203 (p. 297)	Prin of Microecon (Satisfies CAP Social Science)	3
ECO 204 (p. 297)	Prin of Macroecon	3
ENG 370 (p. 297)	Rprt&Proposal Wrtnng (Satisfies CAP Inquiry)	3
or ENG 371 (p. 297)	Technical Communicatn	
or ENG 372 (p. 297)	Business Communicatn	
FIN 301 (p. 297)	Intro to Financial Mgt	3
MGT 201 (p. 297)	Legal Envirnmnt-Bus	3
MGT 301 (p. 297)	Organiztnl Behavior	3
MGT 490 (p. 297)	Managing the Entrpse (Satisfies CAP Integrative)	3
MTH 128 (p. 297)	Finite Math	3
MTH 129 (p. 297)	Calc for Business (Satisfies CAP Mathematics)	3
MIS 301 (p. 297)	Info Sys in Org	3
MKT 301 (p. 297)	Prin of Marketing	3
OPS 301 (p. 297)	Surv-y-Oper&Supply Mgt	3
PHL 313 (p. 297)	Business Ethics (Satisfies CAP Practical Ethical Action and Adv Studies in PHL/REL)	3
or REL 368 (p. 297)	Practical wisdom in the business world	
ECO elective (300/400 level)		3
Social Science elective (ANT, POL, PSY, SOC)		3

Major Requirements		18
MKT 450 (p. 297)	Buyer Behvr&Mkt Anly (This course and MKT 455 together satisfiy CAP Major Capstone.)	6
MKT 455 (p. 297)	Mkt Planning&Stratgy (This course and MKT 450 together satisfy CAP Major Capstone.)	3
Select three MKT electives ¹		9

¹ To earn an emphasis in Sales Management as part of their Marketing major, students must take MKT 310 (Principles of Selling), MKT 411 (Sales Management), and any ONE of the following three courses: MKT 350 (Internet Marketing), MKT 420 (Entrepreneurial Marketing), or MKT 428 (Promotion Management). Marketing majors may also select MIS 467 (Data Warehousing) as a marketing elective if they are double majoring in MIS.

Academic Electives to bring total to at least 124 credits

Minor in Marketing (MKT)

Marketing (business majors)

MKT 301 (p. 297)	Prin of Marketing	3
Select four MKT electives (300/400 level) ¹		12
Total Hours		15

Marketing (non-business majors)

MKT 300 (p. 297)	Survey of MKT	3
Select four MKT electives (300/400 level) ¹		12
Total Hours		15

¹ In a pattern selected in consultation with an academic advisor.

- Entrepreneurship (p. 302)
- Leadership (p. 303)
- Marketing (p. 304)
- Marketing with a Sales Management Emphasis (p. 304)

Entrepreneurship

First Year	Hours
BAI 150	1
BAI 151	1
BAI 103L	1
ENG 100 (CAP Humanities Commons)	3
HST 103 (CAP Humanities Commons)	3
PHL 103 (CAP Humanities Commons)	3
REL 103 (CAP Humanities Commons)	3
MTH 128	3
MTH 129 (Satisfies CAP Mathematics)	3
CMM 100 (Satisfies CAP Oral Communication)	3

CAP components (generally
CAP Natural Science and
CAP Arts)

34

Second Year Hours

CAP Second Year Writing
Seminar 3
CAP Social Science 3
MGT 220 (Must be taken
first semester) 2
MGT 221 (Must be taken
second semester) 1
ACC 207 3
ACC 208 3
DSC 210 3
DSC 211 3
ECO 203 3
ECO 204 3
MGT 201 3

30

Third Year Hours

MGT 301 3
MKT 301 3
FIN 301 3
MIS 301 3
OPS 301 3
ENG 370, 371, or 372
(Satisfies CAP Inquiry) 3
MGT 320 3
MGT 321 3
CAP Components and/or
General Electives 6

30

Fourth Year Hours

MGT 490 (Satisfies CAP
Integrative) 3
PHL 313 or REL 368
(Satisfies CAP Practical
Ethical Action and Adv
Studies in PHL/REL) 3
MGT 430 3
ECO upper level elective 3
ENT Electives 6
CAP Components and/or
General Electives 12

30

Total credit hours: 124

Leadership

First Year Hours

BAI 150 1
BAI 151 1
BAI 103L 1

ENG 100 (CAP Humanities
Commons) 3

HST 103 (CAP Humanities
Commons) 3

PHL 103 (CAP Humanities
Commons) 3

REL 103 (CAP Humanities
Commons) 3

MTH 128 3

MTH 129 (Satisfies CAP
Mathematics) 3

CMM 100 (Satisfies CAP
Oral Communication) 3

CAP components (generally
CAP Natural Science and
CAP Arts) 10

34

Second Year Hours

CAP Second Year Writing
Seminar 3
CAP Social Science 3
ACC 207 3
ACC 208 3
DSC 210 3
DSC 211 3
ECO 203 3
ECO 204 3
MGT 201 3
MGT 301 3

30

Third Year Hours

MGT 302 3
MKT 301 3
FIN 301 3
MIS 301 3
OPS 301 3
ENG 370, 371, or 372
(Satisfies CAP Inquiry) 3
MGT 401 3
MGT 402 3
CAP Components and/or
General Electives 6

30

Fourth Year Hours

MGT 490 (Satisfies CAP
Integrative) 3
PHL 313 or REL 368
(Satisfies CAP Practical
Ethical Action and Adv
Studies in PHL/REL) 3
ECO upper level elective 3
MGT 410 3
LDR Electives 6

CAP Components and/or General Electives	12
	30

Total credit hours: 124

Marketing

First Year	Hours
BAI 150	1
BAI 151	1
BAI 103L	1
ENG 100 (CAP Humanities Commons)	3
HST 103 (CAP Humanities Commons)	3
PHL 103 (CAP Humanities Commons)	3
REL 103 (CAP Humanities Commons)	3
MTH 128	3
MTH 129 (Satisfies CAP Mathematics)	3
CMM 100 (Satisfies CAP Oral Communication)	3
CAP components (generally CAP Natural Science and CAP Arts)	10
	34
Second Year	Hours
CAP Second Year Writing Seminar	3
CAP Social Science	3
ACC 207	3
ACC 208	3
DSC 210	3
DSC 211	3
ECO 203	3
ECO 204	3
MGT 201	3
MKT 301	3
	30
Third Year	Hours
MGT 301	3
FIN 301	3
MIS 301	3
OPS 301	3
ENG 370, 371, or 372 (Satisfies CAP Inquiry)	3
MKT 450	6
MKT Elective	3
CAP Components and/or General Electives	6
	30

Fourth Year	Hours
MGT 490 (Satisfies CAP Integrative)	3
PHL 313 or REL 368 (Satisfies CAP Practical Ethical Action and Adv Studies in PHL/REL)	3
MKT 455	3
ECO upper level elective	3
MKT Electives	6
CAP Components and/or General Electives	12
	30

Total credit hours: 124

Marketing with a Sales management Emphasis

First Year	Hours
BAI 150	1
BAI 151	1
BAI 103L	1
ENG 100 (CAP Humanities Commons)	3
HST 103 (CAP Humanities Commons)	3
PHL 103 (CAP Humanities Commons)	3
REL 103 (CAP Humanities Commons)	3
MTH 128	3
MTH 129 (Satisfies CAP Mathematics)	3
CMM 100 (Satisfies CAP Oral Communication)	3
CAP components (generally CAP Natural Science and CAP Arts)	10
	34
Second Year	Hours
CAP Second Year Writing Seminar	3
CAP Social Science	3
ACC 207	3
ACC 208	3
DSC 210	3
DSC 211	3
ECO 203	3
ECO 204	3
MGT 201	3
MKT 301	3
	30
Third Year	Hours
MGT 301	3
FIN 301	3

MIS 301	3
OPS 301	3
ENG 370, 371, or 372 (Satisfies CAP Inquiry)	3
MKT 310	3
MKT 450	6
Cap Components and/or General Electives	6

30

Fourth Year	Hours
MGT 490 (Satisfies CAP Integrative)	3
PHL 313 or REL 368 (Satisfies CAP Practical Ethical Action and Adv Studies in PHL/REL)	3
ECO upper level elective	
MKT 411	3
MKT 455	3
MKT Electives	6
CAP Components and/or General Electives	12
	30

Total credit hours: 124

Management Courses

MGT 201. Legal Environment of Business. 3 Hours

Survey of the legal environment in which businesses operates. Includes overview of legal system and judicial processes and coverage of constitutional principles for U.S. legal system, ways to resolve legal disputes, forms of business organization, legal issues relevant to employment, legal responsibility of businesses to clients and customers, and liability issues. Prerequisite(s): Sophomore standing.

MGT 220. Entrepreneurship Sophomore Experience I. 2 Hours

First of two-course sequence. Designed to immerse Entrepreneurship major into the dynamics of starting and running a micro-business. Focuses on identifying market need, researching financial viability of business venture to meet that need, and marshalling the resources (among them, financial, human, technical, and motivational) to launch the business. Course is coordinated through the Crotty Center for Entrepreneurial Leadership. Prerequisite(s): Entrepreneurship major; sophomore standing; overall 2.7 GPA. Corequisite(s): ACC 207; MGT 201.

MGT 221. Entrepreneurship Sophomore Experience II. 1 Hour

Continuation of MGT 220. Focuses on growing and running the micro-business throughout the academic year with planned liquidation or shutdown by the end of the academic year. Course is coordinated through the Crotty Center for Entrepreneurial Leadership. Prerequisite(s): ACC 207; MGT 201, MGT 220; Entrepreneurship major; overall 2.7 GPA. Corequisite(s): ACC 208.

MGT 301. Organizational Behavior. 3 Hours

Study of individual, group, and team behavior in organizations as they interact to achieve both personal and organizational goals. Topics include individual differences, interpersonal communication, leadership, decision-making, reward systems, conflict management, and work groups and teams Prerequisite(s): Sophomore standing.

MGT 302. Managerial Skills. 3 Hours

Course focuses on knowledge, skills and abilities in oral and written communication, decision-making, and facilitation of conflict management and group/team management. Demonstrated working competencies are required to complete the course. Prerequisite(s): Sophomore standing.

MGT 313. Negotiation. 3 Hours

Course integrates conceptual understanding with practical application of negotiation and examines cultural and gender differences in negotiation, influence of personality traits, the negotiation process, and different ways in which to negotiate. Demonstrated knowledge, skills and abilities are part of course requirements. Prerequisite(s): MGT 301; junior standing.

MGT 314. Survey of Human Resources. 3 Hours

Survey course designed to familiarize students with the major functional areas in human resources including planning, recruitment and selection, training and development, compensation, benefits, safety, and employee relations. Course develops framework for understanding the roles of HR professional, issues faced by managers and supervisors, and application of sound management theory to these issues. Prerequisite(s): Junior standing.

MGT 318. Management & Society. 3 Hours

Study of business firms' relationship with society through examination of influence of the competitive environment, government, interest groups, and lobbyists in the public policy process. Subjects include technological changes, racism, poverty, diversity, urban issues, and environmental concerns. Prerequisite(s): Junior standing.

MGT 320. New Venture Creation. 3 Hours

Overview of the concepts and aspects involving creation of new business ventures, new product development, and innovation within existing companies now popularly called corporate venturing. Topics include entry strategies, creating high potential opportunities, entrepreneurial finance, business plan development, entrepreneurial marketing, the legal structures of new businesses, and government programs for assisting entrepreneurial firms. Fall sections open to Entrepreneurship majors only with overall 2.7 GPA. Prerequisite(s): (ACC 200 or ACC 208); MGT 201; junior standing.

MGT 321. Financing Entrepreneurial Ventures. 3 Hours

Focuses on financial aspects of starting, growing, and harvesting entrepreneurial ventures. Includes assessments of various sources of capital for small and growth businesses with emphasis placed on how common financing deals are structured, common financing pitfalls, and various legal documentation used to consummate financial transactions. Fall sections open to Entrepreneurship majors only with overall 2.7 GPA. Prerequisite(s): ACC 200 or (ACC 207, ACC 208); junior standing. Corequisite(s): FIN 301 or MGT 320.

MGT 401. Organizational Design, Culture & Change. 3 Hours

Course focused at the organizational level of analysis that includes design of organizations, development of organizational culture, and other issues of organizational change. Topics include processes for organizational design and change, power, and information processing. Prerequisite(s): MGT 301; junior standing.

MGT 402. Leadership & Motivation. 3 Hours

An in-depth study of individual and group/team motivation in an organizational setting through examination of individual, organizational, and societal influences on motivation. Focus is on how leaders can understand, and then affect, motivation through a variety of mechanisms. Prerequisite(s): MGT 301; junior standing.

MGT 403. Cross-Cultural Management. 3 Hours

Study of general cross-cultural differences and development of cross-cultural frameworks in decision-making, negotiation, conflict management, communication, and general business relations. Primary emphasis is on understanding how and why cultures differ and how such differences can be managed. Prerequisite(s): MGT 301; junior standing.

MGT 404. Group Dynamics, Team Processes & Decision Making. 3 Hours

In-depth study of group formation, team design, and diagnosis with emphasis on developing and maintaining different types of groups and teams. Course focuses on leaders' knowledge, skills and abilities to work effectively with teams and groups. Prerequisite(s): MGT 301; junior standing.

MGT 405. Employee Training & Development. 3 Hours

Focuses on training and learning methods and models, career paths, and self-improvement methods within the balance of organizational, job, and individual needs. Additional emphasis on systematic development and evaluation of training programs and role of organizational leader in ensuring employee training and development. Prerequisite(s): MGT 301; junior standing.

MGT 409. Current Issues in Leadership. 3 Hours

Selected topics that consider and analyze current problems and emerging issues in leadership and in the leader's role in promoting effective organizational change and development. Prerequisite(s): MGT 301; junior standing.

MGT 410. Senior Seminar in Experiencing Leadership. 3 Hours

Focus on integration of knowledge, skills and abilities acquired in leadership major courses. Seminar combines classroom component with relevant and approved internship or consulting project to integrate the study of leadership with its practice. Prerequisite(s): MGT 401, MGT 402; Leadership major; senior standing.

MGT 414. Multinational Corporate Management. 3 Hours

Introduction to use of strategic management in international context with examination of different strategic and tactical approaches organizations use to manage international operations. Prerequisite(s): Senior standing.

MGT 420. Entrepreneurial Marketing. 3 Hours

Study of the techniques used to profitably identify and fill customers' needs when operating with a limited budget during the early stages of a start-up or in a small to medium sized firm. Course strives to develop skills in applying basic marketing principles and high impact sales and promotion techniques in integrated manner to produce a practical, cost-effective action plan for start-ups and smaller companies. Also listed as MKT 420. Prerequisite(s): MKT 300 or MKT 301; junior standing.

MGT 421. Small Business Management. 3 Hours

Course addresses unique characteristics of small businesses (e.g., resource limitations, family participation) and grapples with ways to overcome the "liability of smallness." Coverage includes effect of macro-trends (e.g., changing technology and globalization) on small business, review of topics from functionally-oriented courses, examination of how functional models such as pricing models can be modified for small business use, and ways for small business to identify and exploit weaknesses of larger, better financed competitors. Prerequisite(s): ACC 200 or 208; MGT 201; junior standing.

MGT 422. Business Plans for Emerging Firms. 3 Hours

This course explores multiple business models for launching a new venture. Business models are examined in terms of the type of product/service being offered as well as the goals of the entrepreneur, firm growth, and time to market. The benefits and costs of different types of business plans will be examined relative to the opportunities that students may wish to pursue. Students taking this course must have a potential business opportunity in mind. Prerequisite(s): MGT 320, MGT 321; junior standing; ENT major; permission of department chairperson.

MGT 423. Human Resource Management in the Emerging Firm. 3 Hours

This course explores issues unique to the human resource management (HRM) needs and challenges facing entrepreneurs and their firms. Emphasis is placed on how entrepreneurs can create effective HRM systems in the areas of staffing, recruitment and selection, compensation, motivations, and employee development. Care will be given to address the changes in HRM needs as the firm evolves through several transitional stages. Prerequisite(s): MGT 301; junior standing.

MGT 424. Family Business Management. 3 Hours

This course explores topics relevant to entrepreneurs within the family business environment. Specific topics examined will include how family businesses emerge and evolve as well as the unique challenges often found in family business context (e.g., dealing with family conflicts, how to motivate and evaluate employees when a mix of family and non-members are involved, and planning for succession). Prerequisite(s): MGT 320, MGT 321; junior standing.

MGT 425. Franchising. 3 Hours

Provides an overview of business franchising and how franchising can be used to grow a business concept. Students will learn how franchises operate and when to use franchising as a business model. Understanding the complexities of franchising (e.g. which ideas can be franchised, pricing strategies, and territory management) and the keys to success (e.g., the importance of communications, networking, teamwork, leadership) are important goals of the course. Counts as elective credit for ENT/LDR majors and minors. Prerequisite(s): Junior standing; ENT/ LDR majors and minors only.

MGT 429. Current Issues in Entrepreneurship. 3 Hours

In-depth examination of selected contemporary topics relevant to entrepreneurship. Subject matter may vary each semester. May be taken only once for credit toward Entrepreneurship major or minor. Prerequisite(s): Junior standing.

MGT 430. Senior Seminar in Entrepreneurship. 3 Hours

Project-based capstone learning experience for Entrepreneurship major. Course objective is to integrate prior coursework through completion of a consulting project with local entrepreneurial firm, including business plan revision, market research, feasibility testing, financial modeling and analysis, and operations analysis. Course is coordinated through the Crotty Center for Entrepreneurial Leadership. Prerequisite(s): MGT 301, MGT 320, MGT 321; Entrepreneurship major; senior standing; 2.7 overall GPA or higher.

MGT 490. Managing the Enterprise. 3 Hours

Course focuses on creating understanding of how concepts and analytical tools learned in other business courses are integrated in practice to create a unified whole. Students learn how general and top managers gather and use information to influence organizational mission, goals, and strategies. Course typically relies heavily on cases and/or business simulation. Prerequisite(s): DSC 211; FIN 301; MGT 301; MIS 301; MKT 301; OPS 301; senior standing; Business majors only.

MGT 491. Honors Thesis. 3 Hours

Selection, design, investigation, and completion of an independent and original research thesis under guidance of departmental faculty member. Prerequisite(s): University Honors Program participant; permission of department chairperson and director of Honors Program; senior standing.

MGT 492. Honors Thesis. 3 Hours

Selection, design, investigation, and completion of an independent and original research thesis under guidance of departmental faculty member. Prerequisite(s): University Honors Program participant; permission of department chairperson and director of Honors Program; senior standing.

MGT 494. Seminar in Management. 3 Hours

Study of selected topics or issues in contemporary managerial practice, domestic or international. May be taken more than once if topics change. Title will reflect topics covered in a particular offering. Prerequisite(s): Vary by topic; junior standing.

MGT 497. Internship for General Elective Credit. 1-3 Hours

Supervised work experience in partnership with sponsoring employer that is directly relevant to major or minor. Must work with internship coordinator and get approval of department chairperson or designee. May be used for general elective credit only. Prerequisite(s): Entrepreneurship or Leadership major; junior standing; overall GPA of 2.7 or higher; permission of Internship Coordinator.

MGT 498. Cooperative Education. 1-3 Hours

Optional full-time work period off campus alternating with study period on campus. (See Chapter X; consult Cooperative Education Office for details.) Permission of chairperson or designee required. May be used for general elective credit only. LDR or ENT majors only. Prerequisite(s): Overall GPA of 2.7 or higher.

MGT 499. Independent Study. 1-3 Hours

Supervised study involving directed readings, individual research (library, field, or experimental), or projects in specialized area of management. May be taken only once. May count as general elective credit. Does not apply to requirements for Leadership or Entrepreneurship major or minor. Prerequisite(s): MGT 301; ENT or LDR major; senior standing; sponsorship by faculty member; permission of department chairperson.

Marketing Courses

MKT 300. Survey of Marketing. 3 Hours

Survey of marketing for non-marketing majors. Course introduces students to market and environmental analysis, marketing strategy and link with corporate strategy, market segmentation, organizational and consumer markets, and marketing mix (product, price, promotion, distribution). Prerequisite(s): Non-business majors only; sophomore standing.

MKT 301. Principles of Marketing. 3 Hours

The general principles and practices underlying the processes of marketing. Analysis of the environmental conditions of manufacturers, wholesalers, retailers, and other marketing agencies. Prerequisite(s): Business majors only; sophomore standing.

MKT 310. Principles of Selling. 3 Hours

The nature of selling, explored through the practical application of buying motives and selling techniques. Projects and role-playing to experience the preparation, closing, and post-purchase phases of selling. Prerequisite(s): MKT 300 or MKT 301.

MKT 315. Retail Marketing. 3 Hours

Survey of the development of retailing and the impact of consumer behavior, fashion, computers, and other innovations. Structural organization, location, and layout. Merchandising operations including planning of sales, purchases, stock control, markup, and expense control. Prerequisite(s): MKT 300 or MKT 301.

MKT 330. Services Marketing. 3 Hours

Basic concepts of services marketing including discussion of marketing concepts and their management implications in services organizations, the scope of ethics and social responsibility at the national and global levels, and how the external environment, both domestic and international, influences organization strategy. Prerequisite(s): MKT 300 or MKT 301.

MKT 340. Multicultural Marketing Analysis. 3 Hours

Study of basic concepts and theories of multicultural marketing. Students acquire basic understanding of culture, awareness of cultural differences, and appreciation of importance of cultural adaptation for marketing program, especially as related to development of marketing systems. Prerequisite(s): MKT 300 or MKT 301.

MKT 341. Business-to-Business Marketing. 3 Hours

Concepts and analytical procedures associated with marketing to business. Business consumer and competitor analysis, marketing information systems, marketing research, and demand forecasting. Strategy development in product, promotion, distribution, and pricing with focus on manufacturers of business products. Prerequisite(s): MKT 300 or MKT 301.

MKT 350. Internet & Electronic Marketing. 3 Hours

Comprehensive study of the internet as a marketing channel and as an economic and social phenomenon. Emphasis is on role of internet in firm's overall marketing efforts, especially marketing mix, target markets, and external environment; principles of e-commerce; and application of course knowledge in a managerial and decision-making context. Prerequisite(s): MKT 300 or MKT 301.

MKT 405. Consumer Behavior. 3 Hours

Comprehensive study of buyer decision making which offers insight into the buyer-seller relationship. Application of theories from psychology and social psychology to investigate the behavior of industrial and consumer buyers. Prerequisite(s): MKT 300 or MKT 301.

MKT 406. Marketing Channels. 3 Hours

Study of the place element of the marketing mix. A focus on the relationships among manufacturers, wholesalers, and retailers. Channel structure and design including franchising. Prerequisite(s): MKT 300 or MKT 301.

MKT 411. Sales Management. 3 Hours

The structure of the sales organization; determination of sales policies; selection, training, and motivation of salespersons; establishing sales territories and quotas. Prerequisite(s): (MKT 300 or MKT 301); MKT 310.

MKT 420. Entrepreneurial Marketing. 3 Hours

Study of the techniques used to profitably identify and fill customers' needs when operating within a limited budget during the early stages of a start-up or in a small to medium sized firm. Course strives to develop skills in applying basic marketing principles and high impact sales and promotion techniques in integrated manner to produce a practical, cost-effective action plan for start-ups and smaller companies. Also listed as MGT 420. Prerequisite(s): MKT 300 or MKT 301.

MKT 421. Advertising. 3 Hours

Nature and scope of advertising, social and economic aspects, role of research, creative strategy, media planning and selection, coordination with other marketing efforts. Prerequisite(s): MKT 300 or MKT 301.

MKT 428. Promotion Management. 3 Hours

Integration course to familiarize marketing students interested in promotion and marketing communication with tools necessary for the development, implementation, and management of promotional programs. Focus on management and coordination of advertising, personal selling, publicity and public relations, sales promotion, and collateral materials. Prerequisite(s): MKT 300 or MKT 301.

MKT 435. New Product Development. 3 Hours

Investigation and analysis of the new product development process, the management of a product through its life cycle, and the importance of the price variable in the product management process. Prerequisite(s): MKT 300 or MKT 301.

MKT 436. Marketing Intelligence. 3 Hours

This course provides an examination of how consumer marketing is evolving in the context of consumer behavior analysis, personalized marketing channels, and computer automation tools. The focus is on analyzing personalized consumer marketing based on consumer behavior. Prerequisite(s): MKT 300 or MKT 301.

MKT 440. Global Marketing. 3 Hours

Emphasis on understanding global marketing environments, developing skills of global market analysis, designing and developing appropriate marketing strategies for global markets, decision making in global marketing. Prerequisite(s): MKT 300 or MKT 301.

MKT 445. Special Topics in International Marketing. 3 Hours

Study abroad program. Subject varies from time to time. May be taken more than once if topic changes. Prerequisite(s): Junior standing.

MKT 450. Buyer Behavior & Market Analysis. 6 Hours

Integration of theoretical components of buyer behavior and marketing research. Emphasis placed on how marketing managers use concepts from these bodies of knowledge to make better decisions. Topics include common processes and methods of contemporary market research, analysis of purchase decisions, market research techniques used to gather information about purchase decisions, and use of information to formulate and implement a marketing strategy. Prerequisite(s): MKT 301; Marketing major; junior standing.

MKT 455. Marketing Planning & Strategy. 3 Hours

Integrative course in marketing with emphasis on managerial decision making. The course is designed around a strategic marketing planning approach with a clear emphasis on how to do strategic analysis and marketing planning. Prerequisite(s): ACC 207, ACC 208; MKT 450; Marketing major.

MKT 491. Honors Thesis. 3 Hours

Selection, design, investigation, and completion of an independent original research thesis under the guidance of a departmental faculty member. Restricted to students in the University Honors Program with permission of the director of the program and the departmental chairperson.

MKT 492. Honors Thesis. 3 Hours

Selection, design, investigation, and completion of an independent original research thesis under the guidance of a departmental faculty member. Restricted to students in the University Honors Program with permission of the director of the program and the departmental chairperson.

MKT 494. Special Topics in Marketing. 3 Hours

Subject varies from time to time. May be taken more than once if topic changes. Prerequisite(s): Vary by topic.

MKT 497. Internship for General Elective Credit. 1-3 Hours

Practical work experience associated with career development and career exploration. See internship coordinator for details. Permission of department chair or designee required. Prerequisite(s): MKT major; junior standing; overall gpa of 2.7 or higher; permission of internship coordinator.

MKT 498. Cooperative Education. 1-3 Hours

Optional full-time work period off campus alternating with study period on campus. (See Chapter X; consult Cooperative Education Office for details.) Permission of chairperson or designee required. For general elective credit only. Prerequisite(s): MKT major; overall gpa of 2.7 or higher.

MKT 499. Independent Study in Marketing. 1-3 Hours

Study of one or more specific aspects of the marketing process with emphasis on individual reading and research. Subject matter to be determined by the instructor on the basis of interest and need of the student. Enrollment limited. Permission of chairperson or designee required. Prerequisite(s): MKT 301; MKT major; senior standing; permission of department chairperson.

Management Information Systems, Operations Management and Decision Sciences

Majors:

- Bachelor of Science in Business Administration, Management Information Systems (p. 309)
- Bachelor of Science in Business Administration, Operations and Supply Management (p. 310)

Minors:

- Business Analytics (p. 312)
- Business Intelligence (p. 310)
- Cyber Security (p. 310)
- Management Information Systems (p. 310)
- Operations and Supply Management (p. 312)

The Department of Management Information Systems, Operations Management, and Decision Sciences offers courses in several quantitative and systems areas, a major and a minor in management information systems, a major and minor in operations and supply management, and minors in business analytics, business intelligence and cyber-security.

Faculty

Jayesh Prasad, Chairperson

Professor Emeritus and Distinguished Service Professor: Bohlen

Professors Emeriti: Amsden, Casey, Hoffer, Vlahos

Sherman-Standard Register Professor of MIS: Thomas Ferratt

Niehaus Chair in Operations Management: John Kanet

Professors: Bobrowski, Dunne, Ferratt, Gorman, Kanet, Prasad, Wells

Associate Professors: Enns, Salisbury, Wynn

Assistant Professors: Harrod, Jacobs

Lecturers: Hall, Wagner

Management Information Systems

The MIS major at the University of Dayton is designed primarily to develop business systems analysts. These professionals analyze and design information systems in business organizations and marshal resources (i.e. manage projects) to bring the systems development effort to successful completion. MIS professionals also facilitate the successful operation and maintenance of organizational information systems.

The major is comprised of eighteen hours (seven courses) of required courses which make up the MIS core and six hours of elective courses taken for breadth. Optionally, this breadth requirement can be satisfied by completing a related minor - currently Business Intelligence or Cyber Security - or by completing a double major in another business discipline. Related minors will change from time to time, reflecting the dynamic nature of the MIS discipline. Students should meet with their advisor to decide whether to opt for elective courses, a related minor, or a double-major consistent with their interests and career goals.

Faculty

Jayesh Prasad, Chairperson

Professor Emeritus and Distinguished Service Professor: Bohlen

Professors Emeriti: Amsden, Casey, Hoffer, Vlahos

Sherman-Standard Register Endowed Chair in MIS: Ferratt

Niehaus Chair in Operations Management: Kanet

Professors: Bobrowski, Dunne, Ferratt, Gorman, Kanet, Prasad, Wells

Associate Professors: Enns, Salisbury, Wynn

Assistant Professors: Harrod, Jacobs

Lecturers: Hall, Wagner

Bachelor of Science in business administration with a major in Management Information Systems (MIS) minimum of 124 credit hours

Common Academic Program (CAP)

*credit hours will vary depending on courses selected

First-Year Humanities Commons ¹	12
HST 103 The West & the World	
REL 103 Introduction to Religious & Theological Studies	
PHL 103 Introduction to Philosophy	
ENG 100 Writing Seminar I ²	
Second-Year Writing Seminar ³	0-3
ENG 200 Writing Seminar II	
Oral Communication	3
CMM 100 Principles of Oral Communication	
Mathematics	3
Social Science	3
Arts	3
Natural Sciences	7
Crossing Boundaries	variable credit
Faith Traditions	
Practical Ethical Action	
Inquiry	

Integrative		
Advanced Study		variable credit
Philosophy and/or Religious Studies		
Historical Studies		
Diversity and Social Justice		3
Major Capstone		0-3
<ol style="list-style-type: none"> Completed with ASI 110 and ASI 120. Or ENG 100A and ENG 100B, or ENG 200H, by placement. Completed with ENG 200H or ASI 120. 		
SBA Core Curriculum		
ACC 207 (p. 308)	Intro-Financial Acc	3
ACC 208 (p. 308)	Intro-Managerial Acc	3
BAI 150 (p. 308)	Bus Educ Planning	1
BAI 103L (p. 308)	Bus Computing Lab	1
BAI 151 (p. 308)	Bus Integratn Exp	1
DSC 210 (p. 308)	Stats For Bus I	3
DSC 211 (p. 308)	Stats For Bus II	3
ECO 203 (p. 308)	Prin of Microecon (Satisfies CAP Social Science)	3
ECO 204 (p. 308)	Prin of Macroecon	3
ENG 370 (p. 308)	Rprt&Proposal Wrtng (Satisfies CAP Inquiry)	3
or ENG 371 (p. 308)	Technical Communicatn	
or ENG 372 (p. 308)	Business Communicatn	
FIN 301 (p. 308)	Intro to Financial Mgt	3
MGT 201 (p. 308)	Legal Envirnmnt-Bus	3
MGT 301 (p. 308)	Organiztnl Behavior	3
MGT 490 (p. 308)	Managing the Entrpse (Satisfies CAP Integrative)	3
MTH 128 (p. 308)	Finite Math	3
MTH 129 (p. 308)	Calc for Business (Satisfies CAP Mathematics)	3
MIS 301 (p. 308)	Info Sys in Org	3
MKT 301 (p. 308)	Prin of Marketing	3
OPS 301 (p. 308)	SurvY-Oper&Supply Mgt	3

PHL 313 (p. 308) or REL 368 (p. 308)	Business Ethics (Satisfies CAP Practical Ethical Action and Adv Studies in PHL/REL) Practical wisdom in the business world	3
ECO elective (300/400 level)		3
Social Science elective (ANT, POL, PSY, SOC)		3

Major Requirements

MIS 305	Introduction to Business Applications: Problem Solving with Visual Tools	1
MIS 325	Programming for Business Systems	4
MIS 380	Systems Analysis & Re-Engineering	3
MIS 381	Principles of Project Management	1
MIS 385	Systems Implementation with Database Management Systems	3
MIS 465	MIS Project I-Analysis & Design in Teams (This course and MIS 475 together satisfy CAP Major Capstone.)	3
MIS 475	MIS Project II-Design & Implementation in Teams (This course and MIS 465 together satisfy CAP Major Capstone.)	3
Breadth courses through electives, related minors, or double majors.		6
Total Hours		24

Electives Option

Select two courses from:		6
MIS 366	Business Intelligence	
MIS 368	Principles of Information Security Management	
MIS 430	Telecommunications & Networking-Classified	
MIS 460	Advanced Web Development	
MIS 467	Data Warehousing	
MIS 468	Internet Security-Classified	
MIS 499	Independent Study in Management Information Systems	

Related Minor Option

Complete requirements for one of these two minors: (1) Business Intelligence or (2) Cyber Security

Double Major Option

Complete the requirements for any other SBA major.

Academic Electives to bring total to at least 124 credits**Minors in Management Information Systems (MIS)**

Three minors are offered in Management Information Systems: Business Intelligence, Cyber-Security, and Management Information Systems.

Minor in Business Intelligence

MIS 300 or MIS 301	Survey of Management Information Systems Information Systems in Organizations	3
MIS 305	Introduction to Business Applications: Problem Solving with Visual Tools	1
MIS 366	Business Intelligence	3
MIS 385	Systems Implementation with Database Management Systems	3
MIS 467	Data Warehousing	3

MIS elective ¹	3
Total Hours	16

- ¹ Choose from DSC 375, ECO 410, ECO 440, MIS 368, MIS 460, MKT 436 or as approved by the coordinator. MIS majors must select six semester hours from this list instead of three.

Minor in Cyber-Security

MIS 300 or MIS 301	Survey of Management Information Systems Information Systems in Organizations	3
MIS 305	Introduction to Business Applications: Problem Solving with Visual Tools	1
MIS 368	Principles of Information Security Management	3
MIS 430	Telecommunications & Networking-Classified	3
MIS 468	Internet Security-Classified	3
MIS elective ¹		3
Total Hours		16

- ¹ Any 300 or 400 level MIS course (excluding MIS 491, MIS 492, MIS 497, MIS 498, and MIS 499) or as approved by the coordinator.

Minor in Management Information Systems

MIS 300 or MIS 301	Survey of Management Information Systems Information Systems in Organizations	3
MIS 305	Introduction to Business Applications: Problem Solving with Visual Tools	1
MIS 380	Systems Analysis & Re-Engineering	3
MIS 381	Principles of Project Management	1
MIS 385	Systems Implementation with Database Management Systems	3
Two 300/400 level courses ¹		6
Total Hours		17

- ¹ Select six additional semester hours: at least three hours must be a 300 or 400 level MIS course (excluding MIS 491, MIS 492, MIS 497, MIS 498, and MIS 499); three additional hours may be either from the list of approved relevant major courses or another 300 or 400 level MIS course (excluding those listed above). A relevant major course is one that features concepts intended to bridge between the MIS minor and the student's major. For the list of approved relevant major courses see the MIS minor coordinator. Other courses may be taken with approval of the MIS minor coordinator, in consultation with the student's major advisor(s). Currently approved relevant major courses are: ACC 401, DSC 375, ECO 410, ECO 441, MKT 436, and OPS 350.

Operations and Supply Management

The operations and supply management program offered by the Department of Management Information Systems, Operations Management, and Decision Sciences includes a major and a minor in operations and supply management (OPS).

Students who major or minor in operations and supply management learn how to manage the core operations of an organization. These core operations use the human, technical, and financial resources of the organization to create goods and services for customers. Operations

managers apply technical and quantitative tools and techniques, together with behavioral skills, to manage the transformation of inputs into outputs desired by customers. Operations managers participate in these transformation processes in many different roles, including:

- Process improvement analyst
- Quality assurance analyst
- Purchasing agent
- Production/inventory manager
- Warehouse manager
- Service facility manager
- Operations consultant

The OPS program is selective. UD students wishing to declare an OPS major must have an overall GPA of 2.8 or higher. Moreover, to declare and/or remain in the program students must earn a grade of B- or higher in the introductory course, OPS 301. Exceptions to these requirements must be approved by the MIS/OM/DSC Department Chair.

In addition to other requirements, the major in Operations and Supply Management requires OPS 350, Business Process Management, DSC 375, Management Science, OPS 401, Operations Planning and Control, OPS 480, Supply Chain Management Strategies, OPS 485, Capstone OPS Project I, OPS 495, Capstone OPS Project II, and six semester hours of OPS electives.

A minor in operations and supply management is available to students who want to acquire basic skills in this area and understand that doing so will enhance their ability to manage operations in any functional area of a business. A minor in operations and supply management consists of twelve hours for students in the School of Business Administration and 21 hours for non-business students.

Faculty

Jayesh Prasad, Chairperson
 Professor Emeritus and Distinguished Service Professor: Bohlen
 Professors Emeriti: Amsden, Casey, Hoffer, Vlahos
 Sherman-Standard Register Professor of MIS: Ferratt
 Niehaus Chair in Operations Management: Kanet
 Professors: Bobrowski, Dunne, Ferratt, Gorman, Kanet, Prasad, Wells
 Associate Professors: Enns, Salisbury, Wynn
 Assistant Professors: Harrod, Jacobs
 Lecturers: Hall, Wagner

Bachelor of Science in business administration with a major in Operations and Supply Management (OPS) minimum of 124 credit hours

Common Academic Program (CAP)

*credit hours will vary depending on courses selected

First-Year Humanities Commons ¹		12
HST 103	The West & the World	
REL 103	Introduction to Religious & Theological Studies	
PHL 103	Introduction to Philosophy	
ENG 100	Writing Seminar I ²	
Second-Year Writing Seminar ³		0-3
ENG 200	Writing Seminar II	

Oral Communication	3
CMM 100	Principles of Oral Communication
Mathematics	3
Social Science	3
Arts	3
Natural Sciences	7
Crossing Boundaries	variable credit
Faith Traditions	
Practical Ethical Action	
Inquiry	
Integrative	
Advanced Study	variable credit
Philosophy and/or Religious Studies	
Historical Studies	
Diversity and Social Justice	3
Major Capstone	0-3

¹ Completed with ASI 110 and ASI 120.

² Or ENG 100A and ENG 100B, or ENG 200H, by placement.

³ Completed with ENG 200H or ASI 120.

SBA Core Curriculum

ACC 207 (p. 308)	Intro-Financial Acc	3
ACC 208 (p. 308)	Intro-Managerial Acc	3
BAI 150 (p. 308)	Bus Educ Planning	1
BAI 103L (p. 308)	Bus Computing Lab	1
BAI 151 (p. 308)	Bus Integratn Exp	1
DSC 210 (p. 308)	Stats For Bus I	3
DSC 211 (p. 308)	Stats For Bus II	3
ECO 203 (p. 308)	Prin of Microecon (Satisfies CAP Social Science)	3
ECO 204 (p. 308)	Prin of Macroecon	3
ENG 370 (p. 308)	Rprt&Proposal Wrtnng (Satisfies CAP Inquiry)	3
or ENG 371 (p. 308)	Technical Communicatn	
or ENG 372 (p. 308)	Business Communicatn	
FIN 301 (p. 308)	Intro to Financial Mgt	3
MGT 201 (p. 308)	Legal Environmt-Bus	3
MGT 301 (p. 308)	Organiztnl Behavior	3

MGT 490 (p. 308)	Managing the Entrpse (Satisfies CAP Integrative)	3
MTH 128 (p. 308)	Finite Math	3
MTH 129 (p. 308)	Calc for Business (Satisfies CAP Mathematics)	3
MIS 301 (p. 308)	Info Sys in Org	3
MKT 301 (p. 308)	Prin of Marketing	3
OPS 301 (p. 308)	Surv-Oper&Supply Mgt	3
PHL 313 (p. 308)	Business Ethics (Satisfies CAP Practical Ethical Action and Adv Studies in PHL/REL)	3
or REL 368 (p. 308)	Practical wisdom in the business world	
ECO elective (300/400 level)		3
Social Science elective (ANT, POL, PSY, SOC)		3

Major Requirements		24
DSC 375	Management Science	3
OPS 350	Business Process Management	3
OPS 401	Operations Planning & Control	3
OPS 480	Supply Chain Management Strategies	3
OPS 485	Capstone Operations & Supply Management Project I (This course and OPS 495 together satisfy CAP Major Capstone.)	1
OPS 495	Capstone Operations & Supply Management Project II (This course and OPS 485 together satisfy CAP Major Capstone.)	5
OPS electives		6

Academic Electives to bring total to at least 124 credits

Minor in Operations and Supply Management (OPS)

A minor in Operations & Supply Management consists of 12 hours for students in the School of Business Administration and 21 for non-business students.

Operations and Supply Management

DSC 210	Statistics for Business I	3
DSC 211	Statistics for Business II	3
DSC 375	Management Science	3
OPS 300	Introduction to Operations & Supply Management	3
or OPS 301	Survey of Operations & Supply Management	
OPS 350	Business Process Management	3
OPS 401	Operations Planning & Control	3
or OPS 480	Supply Chain Management Strategies	
Select three semester hours from DSC, OPS, MIS, or IET ¹		3
Total Hours		21

¹ Approved by the department chairperson.

Decision Sciences

The Department of Management Information Systems, Operations Management, and Decision Sciences offers courses in several quantitative and systems areas, a major and a minor in management information systems (see MIS), a major and minor in operations and supply management (see OPS), and minors in business analytics, business intelligence and cyber-security.

Decision sciences is the study of analysis, quantitative methodologies, and their application to the functional and behavioral problems of any organization. The major areas of study include applied statistics, operations research, and production and operations management. All business students take three decision sciences and operations management courses as part of their core business coursework:

DSC 210	Statistics for Business I	3
DSC 211	Statistics for Business II	3
OPS 301	Survey of Operations & Supply Management	3

The minor in business analytics (BAN) offers business majors and other students an opportunity to develop their skills in the quantitative methods which support managerial decision making. A minor in business analytics consists of 21 semester hours for non-business majors and 12 hours for business majors.

Specific courses in other areas (e.g. mathematics) may be used. See chairperson for approval.

Faculty

Jayesh Prasad, Chairperson
 Professor Emeritus and Distinguished Service Professor: Bohlen
 Professors Emeriti: Amsden, Casey, Hoffer, Vlahos
 Sherman-Standard Register Professor of MIS: Ferratt
 Niehaus Chair in Operations Management: Kanet
 Professors: Bobrowski, Dunne, Ferratt, Gorman, Kanet, Prasad, Wells
 Associate Professors: Enns, Salisbury, Wynn
 Assistant Professors: Harrod, Jacobs
 Lecturers: Hall, Wagner

Minor in Business Analytics (BAN)

A minor in Business Analytics (BAN) consists of 12 hours for students in the School of Business Administration and 21 for non-business students.

Business Analytics (business majors)

DSC 375	Management Science	3
OPS 350	Business Process Management	3
Select six semester hours from DSC, MIS, or OPS (300/400 level) ^{1,2}		6
Total Hours		12

¹ In addition to courses used to satisfy the requirements of any other major or minor. Approval of the department chairperson.

² OPS majors must select nine additional semester hours instead of six.

Business Analytics (non-business majors)

DSC 210	Statistics for Business I	3
DSC 211	Statistics for Business II	3
DSC 375	Management Science	3
MIS 300	Survey of Management Information Systems	3

or MIS 301	Information Systems in Organizations	
OPS 300	Introduction to Operations & Supply Management	3
or OPS 301	Survey of Operations & Supply Management	
OPS 350	Business Process Management	3
Select three semester hours from DSC, OPS or MIS (300/400 level)		3
Total Hours		21

Management Information Systems

First Year	Hours
BAI 150	1
BAI 151	1
BAI 103L	1
MTH 128	3
MTH 129 (Satisfies CAP Mathematics)	3
ENG 100 (CAP Humanities Commons)	3
HST 103 (CAP Humanities Commons)	3
PHL 103 (CAP Humanities Commons)	3
REL 103 (CAP Humanities Commons)	3
CMM 100 (Satisfies Cap Oral Communication)	3
CAP Components (generally CAP Arts and CAP Natural Sciences)	7

31

Second Year	Hours
ACC 207	3
ACC 208	3
DSC 210	3
DSC 211	3
ECO 203	3
ECO 204	3
MIS 305	1
MIS 301	3
CAP Second Year Writing Seminar	3
CAP Social Science	3
CAP Components	3

31

Third Year	Hours
FIN 301	3
MGT 201	3
MIS 325	4
MIS 380	3
MIS 381	1
MIS 385	3
OPS 301	3
MKT 301	3
MGT 301	3

ENG 370, 371, or 372 (Satisfies CAP Inquiry)	3
CAP Components and/or General Electives	3

32

Fourth Year	Hours
MGT 490 (Satisfies CAP Integrative)	3
MIS 465	3
MIS 475 (Satisfies CAP Major Capstone)	3
ECO Upper Elective	3
PHL 313 or REL 369 (Satisfies CAP Practical Ethical Action and Adv Studies in PHL/REL)	3
MIS Electives	6
CAP Components and/or General Electives	9

30

Total credit hours: 124

Operations management

First Year	Hours
BAI 150	1
BAI 151	1
BAI 103L	1
MTH 128	3
MTH 129 (Satisfies CAP Mathematics)	3
ENG 100 (CAP Humanities Commons)	3
REL 103 (CAP Humanities Common)	3
HST 103 (Cap Humanities Common)	3
PHL 103 (CAP Humanities Common)	3
CMM 100 (Satisfies CAP Oral Communication)	3
CAP Components	10

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Second Year	Hours
ACC 207	3
ACC 208	3
DSC 210	3
DSC 211	3
ECO 203	3
ECO 204	3
OPS 301	3
CAP Second Year Writing Seminar	3
CAP Social Science	3

CAP Components	3
	30
Third Year	Hours
FIN 301	3
MGT 301	3
MIS 301	3
MKT 301	3
MGT 201	3
DSC 375	3
ENG 370, 371, or 372 (Satisfies CAP Inquiry)	3
OPS Elective	3
OPS 350	3
CAP Components and/or General Electives	3
	30
Fourth Year	Hours
MGT 490 (Satisfies CAP Integrative)	3
PHL 313 or REL 369 (Satisfies CAP Practical Ethical Action and Adv Studies in PHL/REL)	3
OPS 401	3
OPS 480	3
OPS 485	1
OPS 495 (Satisfies CAP Major Capstone)	5
ECO Upper Level Elective	3
OPS Elective	3
CAP Components and/or General Electives	6
	30

Total credit hours: 124

Decision Sciences Courses

DSC 210. Statistics for Business I. 3 Hours

Basic concepts of statistics including descriptive statistics, probability, probability distributions, and estimation. Prerequisite(s): MTH 128, MTH 129; BAI 103L (may be taken as a corequisite).

DSC 211. Statistics for Business II. 3 Hours

Tests of hypotheses, analysis of variance, Chi-square tests, simple and multiple regression and correlation. Use of computer software for statistical data analysis. Prerequisite(s): BAI 103L; DSC 210; MTH 129.

DSC 313. Advanced Business Statistics. 3 Hours

Selected topics from advanced statistics with emphasis on business applications. Prerequisite(s): DSC 211 or equivalent.

DSC 375. Management Science. 3 Hours

Quantitative modeling applications for managerial analysis and decision making. Develops skills to analyze and solve problems using computer-based mathematical modeling in a wide variety of business decision situations involving business functional areas such as accounting, economics, finance, human resources, marketing, management information systems, and operations management. Topics include constrained modeling techniques, simulation, and multi-criteria decision making. Prerequisite(s): DSC 211; OPS 301 (may be taken as a corequisite).

DSC 410. Decision Theory. 3 Hours

Introduction to the analysis of decisions under uncertainty. Topics include structuring of the decision process, Bayesian decision theory, and multicriteria decision making. Prerequisite(s): DSC 211 or equivalent.

DSC 415. Simulation Modeling & Analysis. 3 Hours

Introduction to simulation models in support of business decision making. Emphasis on building and analyzing models in a variety of applications, including manufacturing and service systems. Study and use of a simulation language. Prerequisite(s): DSC 211; DSC 375 recommended.

DSC 435. Analysis of Factory Systems. 3 Hours

Concepts and techniques for the analysis, design, and management of factory production systems. Work-flow layout, scheduling techniques, stochastic process models, simulations, and computerized factory models. Prerequisite(s): DSC 375, OPS 301.

DSC 491. Honors Thesis. 3 Hours

Selection, design, investigation, and completion of an independent original research thesis under the guidance of a departmental faculty member. Restricted to students in the University Honors Program with permission of the director of the program and the departmental chairperson.

DSC 492. Honors Thesis. 3 Hours

Selection, design, investigation, and completion of an independent original research thesis under the guidance of a departmental faculty member. Restricted to students in the University Honors Program with permission of the director of the program and the departmental chairperson.

DSC 494. Seminar in Decision Sciences. 3 Hours

Study of selected topics or issues in applied statistics, quantitative business analysis, and production and operations management. Topics vary from time to time. May be taken more than once if topics change. Title will reflect topics covered in a particular offering.

DSC 497. Laboratory Work Experience. 1-6 Hours

Under faculty sponsorship and in association with a participating industrial, commercial, educational, health-care, or governmental organization, practical experience in work associated with the student's minor concentration. (See internship coordinator for details.) Does not satisfy MIS elective. Permission of chairperson required. Prerequisite(s): Permission of department chairperson.

DSC 498. Cooperative Education. 3 Hours

Optional full-time work period off campus alternating with study period on campus. Prerequisite(s): Permission of department chairperson.

DSC 499. Independent Study in Decision Sciences. 1-6 Hours

Research in conjunction with a faculty member on a subject within the general area of decision sciences. Normally open only to juniors and seniors who have attained a cumulative grade-point average of 3.0 or above. Permission of chairperson required. Prerequisite(s): Permission of department chairperson.

Management Info Systems Courses

MIS 220. Exploring Careers in Information Systems. 1 Hour

Designed to immerse students into the contemporary issues of management information systems. Site visits and guest lectures from management information systems leaders. Priority given to first and second year students. Satisfactory/No Credit. Prerequisite(s): Permission of department chairperson.

MIS 300. Survey of Management Information Systems. 3 Hours

Introduction to management information systems concepts, terminology, purposes, and applications for the nonbusiness student. Not open to students in the School of Business Administration or to those with credit in MIS 301. Permission of department chairperson required. Prerequisite(s): (BAI 103L or HSS 226); junior standing.

MIS 301. Information Systems in Organizations. 3 Hours

Survey of theory and applications of computer-based information systems in organizations. The role of information in organizational processes, current information technology, decision support systems, and end-user computing and distributed processing systems. Sophomores are encouraged to take this course during their second term. Prerequisite(s): ACC 207;(ACC 208 or ACC 301, (may be taken as a corequisite)); (BAI 103L or HSS 226); ECO 203.

MIS 302. Systems Thinking. 3 Hours

This course focuses on developing an understanding of systems thinking, decision making, and information systems in organizations. Learning about general systems concepts, system diagramming tools, and different approaches to systems thinking will facilitate examining and interpreting organizations and the information systems used to support decision making and improve the efficiency, effectiveness, and adaptability of organizations. The course will examine the role of information in organizational processes and will include analyzing the suitability of current information systems and technologies for these proc.

MIS 305. Introduction to Business Applications: Problem Solving with Visual Tools. 1 Hour

Introduction to basic programming structures, graphical user interface design, and other tools using a visual programming language such as Visual Basic.net. Prerequisite(s): BAI 103L or equivalent.

MIS 325. Programming for Business Systems. 4 Hours

Process of software development for business system implementation. Fundamental object-oriented programming concepts include program design, documentation, development, and testing of computer solutions for business problems using a modern programming language, such as Java. Prerequisite(s): MIS 305.

MIS 360. E-Commerce Processes & Technology. 3 Hours

Introduction to information systems technologies and techniques that enable business-to-business and business-to-consumer electronic relationships. Development of interactive websites with an introduction to client- and server-side scripting and simple database access. Prerequisite(s): (MIS 300 or MIS 301); (MIS 305 or equivalent); (BAI 103L or equivalent HTML knowledge).

MIS 366. Business Intelligence. 3 Hours

The use of computer-based data analysis tools to support managers in problem solving and decision making. Prerequisite(s): DSC 211; MIS 301. Corequisite(s): MIS 385.

MIS 368. Principles of Information Security Management. 3 Hours

Addresses issues relevant to creating a systematic information assurance, compliance control structure and systematic security procedures. Information security policy, assets, physical and logical information resource security, business continuity, and compliance with relevant security standards are covered. Prerequisite(s): MIS 301.

MIS 380. Systems Analysis & Re-Engineering. 3 Hours

Concepts, methods, techniques, and tools needed to initiate a systems development project and to conduct the requirements collection, analysis, and structuring activities of systems development. Structured life cycle and alternatives. Re-engineering business processes through information systems. Prerequisite(s): MIS 300 or MIS 301; MIS 385 (may be taken as a corequisite); Business majors only or permission of department chairperson. Corequisite(s): MIS 381.

MIS 381. Principles of Project Management. 1 Hour

Introduction to project management concepts and ideas. Possible use of an existing team project from another course to learn principles of scheduling, team management, client management, etc., emphasizing best project management practices. Prerequisite(s): MIS 300 or MIS 301.

MIS 385. Systems Implementation with Database Management Systems. 3 Hours

Concepts, techniques, and tools to convert a logical system design into a working application using a relational DBMS. File and data structures, logical and physical database design, security and data integrity, file design and processing. DBMS functions, SQL, 3GL and 4GL access to databases, linkage to WWW pages, database architectures, CASE. Prerequisite(s): MIS 300 or MIS 301; MIS 305 (may be taken as a corequisite).

MIS 410. Object-Oriented Analysis & Design. 3 Hours

Introduction to object-oriented concepts and techniques for analyzing and designing systems. Systems development project using an object-oriented CASE tool. Prerequisite(s): MIS 301 or permission of instructor; MIS 305 recommended.

MIS 420. Expert & Knowledge-Based Systems. 3 Hours

Introduction to artificial intelligence and expert and knowledge-based systems; knowledge acquisition, implementation, and validation; advanced topics; applications to business. Use of expert system software. Prerequisite(s): BAI 103L or equivalent; DSC 375 recommended.

MIS 425. Information for Total Quality. 3 Hours

Theory and practice of total quality management (TQM); applications of TQM in the information systems function, information system requirements for TQM programs. Prerequisite(s): MIS 301; OPS 301.

MIS 430. Telecommunications & Networking-Classified. 3 Hours

Introduction to computer-based communication networks, underlying concepts; basic hardware components and operating systems; network architectures and protocols; data integrity and security; message routing; network management. Offered on the ATIC Campus. Prerequisite(s): MIS 368 or permission of instructor; U.S. Department of Defense Interim Secret Clearance or higher.

MIS 460. Advanced Web Development. 3 Hours

Study of web development concepts and techniques. Design and development of dynamic web-sites using technologies such as ASP.NET. Prerequisite(s): MIS 300 or MIS 301; MIS 305 or equivalent.

MIS 461. E-Business. 3 Hours

Models of how to conduct business electronically. Topics include different forms of e-business, products and services provided on the Internet, how to combine electronic business with brick-and-mortar business, and keys to success for electronically enhanced businesses. Prerequisite(s): MIS 301.

MIS 465. MIS Project I-Analysis & Design in Teams. 3 Hours

First of a two-course sequence. Team participation/management and project management skills. Apply these skills in teams to perform an analysis and preliminary re-design of an existing organization's information system. Emphasis on written and oral communications, including team-prepared reports and presentations. Offered fall semester only. Prerequisite(s): MIS 325, MIS 380, MIS 381, MIS 385.

MIS 467. Data Warehousing. 3 Hours

Purpose, design, implementation, and effective use of data warehouses and data warehousing technologies. Topics include data warehouse design, data marts, data quality management, extract-transform-load process, and business intelligence. Prerequisite(s): MIS 301, MIS 385.

MIS 468. Internet Security-Classified. 3 Hours

This course provides students with an understanding of both defensive and offensive issues of information security. The course includes instruction on information security theory, psychological operations, hacking, viruses, and systems management. The course emphasizes security for e-commerce on the Internet. Offered on the ATIC Campus. Prerequisite(s): MIS 430; U.S. Department of Defense Interim Secret Clearance or higher.

MIS 475. MIS Project II-Design & Implementation in Teams. 3 Hours

Continuation of MIS 465. With its organizational client, each team carries its project as far as possible towards final design and actual implementation. Emphasis on written and oral communications, including team-prepared reports and presentations. Offered winter semester only. Prerequisite(s): MIS 465.

MIS 491. Honors Thesis. 3 Hours

Selection, design, investigation, and completion of an independent original research thesis under the guidance of a departmental faculty member. Restricted to students in the University Honors Program with permission of the director of the program and the departmental chairperson.

MIS 492. Honors Thesis. 3 Hours

Selection, design, investigation, and completion of an independent original research thesis under the guidance of a departmental faculty member. Restricted to students in the University Honors Program with permission of the director of the program and the departmental chairperson.

MIS 494. Seminar in Management Information Systems. 1-4 Hours

Study of selected technical and/or organizational issues in information systems. Topics vary from time to time. May be taken more than once if topics change. Title will reflect topics covered in a particular offering.

MIS 497. Laboratory Work Experience. 1-6 Hours

Under faculty sponsorship and in association with a participating industrial, commercial, educational, health-care, or governmental organization; practical experience in work associated with the student's major concentration. (See internship coordinator for details.) Prerequisite(s): Permission of department chairperson.

MIS 498. Cooperative Education. 1-6 Hours

Optional full-time work period off campus alternating with study period on campus. (See Chapter X; consult Cooperative Education Office for details.) Prerequisite(s): Permission of department chairperson.

MIS 499. Independent Study in Management Information Systems. 1-6 Hours

Research in conjunction with a faculty member on a subject within the general area of management information systems. Open only to juniors or seniors who have attained a cumulative grade point average of 3.0 or above. Prerequisite(s): Permission of department chairperson.

Operations Management Courses**OPS 220. Experiences in Operations & Supply Management. 1 Hour**

Designed to immerse students into the contemporary issues of operations and supply management. Site visits and guest lectures from operations management leaders. Priority given to first and second year students. Satisfactory/No Credit. Prerequisite(s): Permission of department chairperson.

OPS 300. Introduction to Operations & Supply Management. 3 Hours

Concepts and OPS software-based techniques of designing, implementing, managing, and improving operations in manufacturing and service organizations, including project management, services systems design, resource allocation modeling, facility location, layout, aggregate planning, scheduling, and material requirements planning. Survey of major OPS strategies such as: just-in-time production, total quality management, business process reengineering, synchronous manufacturing, enterprise resource planning, and supply chain management. Not open to students in the School of Business Administration or to those with credit in OPS 301. Student must show aptitude in quantitative materials. Prerequisite(s): (BAI 103L or equivalent); (MTH 128, MTH 129 or equivalent); junior standing; permission of department chairperson; DSC 211 or equivalent recommended.

OPS 301. Survey of Operations & Supply Management. 3 Hours

Concepts and OPS software-based techniques of designing, implementing, managing, and improving operations in manufacturing and service organizations, including project management, service systems design, resource allocation modeling, facility location, layout, aggregate planning, scheduling, and material requirements planning. Survey of major OPS strategies such as: just-in-time production, total quality management, business process reengineering, synchronous manufacturing, enterprise resource planning, and supply chain management. Prerequisite(s): DSC 211 (may be taken as a corequisite).

OPS 350. Business Process Management. 3 Hours

Analytical and empirical tools for evaluation of operations in manufacturing/service firms. Analytical methods may include flow diagrams, Little's Law, queuing theory, theoretical flow times, critical path networks, resource capacity, and estimates of system flow. Empirical methods include quality sampling and discrete event simulation. Students receive training in Rockwell Arena simulation software. Projects or case studies require creative problem solving for realist business problems. Prerequisite(s): DSC 211; OPS 301 (may be taken as a corequisite); Business majors only or permission of department chairperson.

OPS 401. Operations Planning & Control. 3 Hours

Concepts and techniques in the planning and control of operations. Advanced treatment topics include: forecasting for operations, operations sequencing and scheduling, inventory and production control, production planning system design, MRP/ERP, warehouse management, purchasing and physical distribution, balanced attention to technical as well as the managerial aspects of operations planning and control. Prerequisite(s): DSC 211; DSC 375 (may be taken as a corequisite); OPS 301.

OPS 413. Project Management. 3 Hours

Broad coverage of technical and human management issues in projects. Emphasis on project planning, scheduling, tracking, and close-down. Task time and cost estimation and description. Use of computer software. Team building and other aspects of managing project teams. Prerequisite(s): OPS 301.

OPS 430. Quality & Just in Time Manufacturing. 3 Hours

The concepts of just-in-time manufacturing, total quality system, and statistical process control. Projects, tours, and guest speakers. Prerequisite(s): OPS 301.

OPS 440. Continuous Improvement. 3 Hours

Theory and practice of continuous improvement especially as applied in manufacturing; comparison to the traditional operations management approach, tools and techniques, the KAIZEN approach. Prerequisite(s): OPS 301.

OPS 480. Supply Chain Management Strategies. 3 Hours

Concepts, analytical techniques, and solution methods for designing and managing integrated supply chains. Strategic issues of integrated supply chain design and management, including inventory management, logistics network design, distribution systems, strategic alliances, value of information for centralized decisions and risk-pooling, information technology and decision support, and international supply chain management. Prerequisite(s): DSC 211; DSC 375 (may be taken as a corequisite); OPS 301; OPS 350 (may be taken as a corequisite).

OPS 485. Capstone Operations & Supply Management Project I. 1 Hour

This course centers on the preparation for an experiential operations improvement project. Students evaluate real-world project proposals from clients, develop clear understanding of operations improvement opportunities, and select projects at hand. Student teams learn about process improvement project design and develop well-defined project plans for execution in OPS 495. Students taking OPS 485 in the fall must take OPS 495 in the subsequent winter semester. Prerequisite(s): Permission of instructor.

OPS 491. Honors Thesis. 3 Hours

Selection, design, investigation, and completion of an independent and original research thesis under the guidance of a departmental faculty member. Restricted to students in the University Honors Program with permission of the director of the program and the departmental chairperson.

OPS 492. Honors Thesis. 3 Hours

Selection, design, investigation, and completion of an independent original, research thesis under the guidance of a departmental faculty member. Restricted to students in the University Honors Program with permission of the director of the program and the departmental chairperson.

OPS 494. Seminar in Operations & Supply Management. 3 Hours

Study of selected topics or issues in operations management. Topics vary from time to time. May be taken more than once if topics change. Title will reflect topics covered in a particular offering.

OPS 495. Capstone Operations & Supply Management Project II. 5 Hours

This course centers on the execution of an experiential project applying operations management concepts and techniques to practical problems with faculty supervision. Student teams address significant operational problems and opportunities in real-world service and manufacturing firms. Teams write recommendation/implementation reports and make presentations of their work. Prerequisite(s): OPS 401, OPS 480, OPS 485.

OPS 497. Laboratory Work Experience. 1-6 Hours

Under faculty sponsorship and in association with a participating industrial, commercial, educational, health-care, government, or other organization, practical experience in work associated with the student's major. (See internship coordinator for details.) May satisfy OPS elective, with chairperson approval.

OPS 498. Cooperative Education. 1-6 Hours

Optional full-time work period off campus alternating with study period on campus. (See Chapter X; consult Cooperative Education Office for details). Permission of chairperson required.

OPS 499. Independent Study in Operations & Supply Management. 1-6 Hours

Research in conjunction with a faculty member on a subject within the general area of operations management. Normally open only to juniors and seniors who have attained a cumulative grade-point average of 3.0 or above. Permission of chairperson required.